

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 - APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N			
									PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING																												
A DIFFERENT WORLD(R)					A	24.2	41	2144	1824	336	275	97	801	324	530	465	336	219	484	223	329	279	201	125	202	109	337	231
THU 8.30P 30 NBC 2					B	25.4	41	2246	1798	327	268	102	789	319	524	465	339	219	448	207	312	264	191	112	227	119	333	224
209 99 CS 25					C	25.1	40	2221	1810	355	296	100	837	331	533	463	345	254	478	203	316	277	205	129	203	112	292	189
A WILLIAMS-NBC KIDS(S,R)					A	4.2	9	372	1605	255	132^	40^	840	119^	225	231	332	577	503	68^	154^	205	258	278	108^	55^	152^	96^
SUN 7.00P 60 NBC					A	3.8	9	337	1534	246	129^	40^	804	125^	218	225	306	551	495	54^	131^	194	240	293	98^	44^	137^	97^
199 98 NBC					A	4.6	10	408	1663	263	135^	41^	871	113^	231	236	352	599	510	80^	173	214	272	266	117^	64^	165	96^
7.00 - 7.30																												
7.30 - 8.00																												
AARON'S WAY					A	14.5	23	1285	1774	304	216	70	900	197	434	445	473	387	566	136	285	271	297	246	103	54	205	129
WED 8.00P 60 NBC					B	14.9	24	1320	1715	294	214	68	888	192	418	424	443	402	544	138	278	266	272	232	102	57	181	114
207 99 NBC					C	17.0	27	1508	1689	296	208	63	891	173	403	423	459	413	542	126	252	253	274	250	107	67	150	89
8.00 - 8.30					A	13.9	23	1232	1746	284	198	64	888	186	412	421	465	397	568	131	274	264	298	257	100	51^	190	121
8.30 - 9.00					A	15.1	24	1338	1800	322	232	76	911	207	455	467	481	377	564	140	295	277	297	236	107	57	219	137
ABC MONDAY NIGHT MOVIE					A	18.1	29	1604	1546	350	267	80	868	277	491	460	439	311	490	155	263	251	237	181	82	45	105	62
MON 9.00P 120 ABC					B	17.9	29	1586	1578	343	267	95	872	302	529	486	427	280	481	167	279	257	224	163	116	66	108	66
214 97 ABC					C	15.8	25	1396	1640	324	263	88	799	285	505	468	391	234	587	220	380	351	286	161	126	64	128	78
ADDICTED TO HIS LOVE					A	16.8	25	1488	1589	324	238	85	846	254	453	430	426	323	509	152	268	262	248	195	93	43	141	88
9.00 - 9.30					A	17.8	28	1577	1569	354	277	80	878	276	499	478	448	311	502	156	269	259	245	184	80	42	109	67
9.30 - 10.00					A	18.8	31	1666	1536	369	284	79	885	290	509	475	448	307	478	154	256	245	231	176	78	46	95	54
10.00 - 10.30					A	18.8	33	1666	1511	354	270	78	873	290	503	460	437	307	478	159	263	243	229	171	79	48	81	44
10.30 - 11.00																												
ABC SUNDAY NIGHT MOVIE(R)					A	12.9	24	1143	1983	310	257	87	648	263	474	418	321	141	723	308	553	508	365	122	223	99	389	265
SUN 7.00P 180 ABC					B	12.6	22	1116	1854	327	268	99	685	295	484	424	315	159	689	317	528	469	320	113	199	88	281	189
213 99 ABC					C	14.3	23	1266	1801	322	265	84	741	283	487	450	353	200	736	292	512	474	365	167	148	65	176	112
SUPERMAN II					A	8.1	19	718	1847	293	219	52^	662	234	428	389	336	179	674	247	466	443	346	154	163	81^	348	228
7.00 - 7.30					A	9.3	19	824	1939	300	235	66^	652	237	455	406	355	152	677	249	494	479	377	126	194	84	416	274
7.30 - 8.00					A	11.9	22	1054	2045	304	248	75	643	244	460	410	340	147	726	295	553	529	385	120	233	108	443	296
8.00 - 8.30					A	13.3	23	1178	2040	305	257	94	646	261	474	425	323	141	697	297	544	513	361	108	245	110	451	299
8.30 - 9.00					A	17.6	29	1559	1989	317	271	102	643	280	486	422	303	131	747	342	584	515	360	120	239	105	360	254
9.00 - 9.30					A	17.4	28	1542	1958	318	274	102	641	287	496	430	297	122	754	348	592	523	358	118	225	95	337	239
9.30 - 10.00																												
ADVENTURES-BEANS BAXTER(R)					A	1.6	3	142	1769	273^	253^	78^	574	232^	450	336^	316^	123^	373^	210^	322^	284^	161^	49^	271^	137^	551	482
SAT 9.00P 30 FOX					B	1.7	3	151	1773	272^	244^	91^	547	267^	461	352	261^	73^	406	184^	323	305	204^	57^	262^	127^	559	467
111 77 CS 23					C	2.1	4	186	1765	216	186	65^	485	240	384	312	216	80^	541	283	432	358	218	77^	309	141	430	317
ALF					A	19.5	30	1728	1852	275	243	84	698	274	474	403	301	190	516	259	400	324	207	93	202	104	435	298
MON 8.00P 30 NBC					B	19.6	30	1732	1876	279	246	87	699	281	480	413	301	183	517	256	405	334	210	85	235	110	425	290
206 99 CS 26					C	19.0	29	1690	1933	313	265	99	732	315	508	445	304	182	521	246	402	347	228	94	236	110	444	288

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 - APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49												TOT.	FEM.	TOT.	TOT.			
	#STNS	CVG%	TYPE	T/C								18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	8			
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
AMEN(R)					A	16.8	30	1488	1740	300	229	102	867	249	471	439	395	348	439	131	223	202	195	192	176	104	258	185
SAT					B	16.4	29	1449	1723	304	230	89	843	248	452	419	372	344	443	152	243	211	184	178	190	119	247	171
					C	17.6	31	1562	1739	323	239	68	871	242	430	406	385	382	493	157	264	245	221	195	155	95	220	154
BEAUTY & THE BEAST					A	11.8	22	1045	1685	386	285	84	915	223	454	456	456	386	548	157	285	293	264	222	64	41^	158	83
FRI					B	11.8	22	1045	1685	386	285	84	915	223	454	456	456	386	548	157	285	293	264	222	64	41^	158	83
					C	13.1	22	1161	1706	347	264	76	890	246	478	458	430	349	551	144	294	287	288	219	87	51	178	105
					A	11.4	21	1010	1665	361	266	84	884	209	434	434	437	381	559	155	290	297	271	228	66	42^	157	83
					A	12.3	22	1090	1690	406	299	83	936	234	470	472	471	388	533	158	278	287	255	213	62	39^	158	83
BEVERLY HILL'S BUNTZ					A	11.5	20	1019	1732	315	270	113	746	270	525	494	394	159	726	258	477	440	375	201	101	39^	159	91
FRI					B	10.9	19	966	1700	299	252	108	737	267	503	475	373	178	656	240	444	413	331	165	110	55	199	113
					C	10.9	19	966	1700	299	252	108	737	267	503	475	373	178	656	240	444	413	331	165	110	55	199	113
BILL COSBY SHOW(R)					A	25.1	42	2224	1823	328	269	96	817	311	512	441	329	262	502	206	324	281	218	145	179	96	325	219
THU					B	26.6	44	2352	1799	325	267	94	810	298	503	447	343	263	463	187	299	263	208	136	196	103	330	222
					C	28.1	44	2492	1816	340	276	89	851	301	498	443	358	300	505	188	307	278	225	163	175	94	285	182
BOYS WILL BE BOYS(R)					A	2.3	4	204	1567	264^	205^	58^	580	295^	467	393	278^	67^	514	327	418	311^	170^	59^	198^	98^	274^	245^
SAT					B	2.7	5	239	1614	264	212	64^	569	267	450	375	277	83^	477	240	374	313	221	63^	216	131^	351	281

	117	80	CS	12	C	2.8	5	251	1652	262	221	51^	533	261	411	335	232	94^	489	260	405	335	209	55^	254	131	377	273
BRONX ZOO					A	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71
WED	10.00P	60	NBC	1	B	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71
	202	99	GD	1	C	10.8	20	957	1543	308	253	113	753	322	478	415	319	221	495	192	341	319	262	107	165	92	130	71
	10.00 - 10.30				A	10.4	18	921	1569	309	254	113	758	321	486	425	331	216	497	187	341	325	275	104	164	91	149	81
	10.30 - 11.00				A	11.2	21	992	1519	307	251	112	749	323	470	405	309	226	492	196	341	314	250	110	165	93	113	62^
BUCK JAMES					A	7.6	14	673	1560	337	244	47^	807	161	396	451	486	313	545	174	307	297	295	184	91^	45^	118	79^
THU	10.00P	60	ABC	2	B	9.1	16	802	1497	335	241	51^	823	181	393	435	452	338	515	145	265	263	278	209	69	34^	90	52^
	209	97	GD	4	C	8.2	15	727	1511	303	220	58	816	184	409	441	445	322	534	141	274	280	290	216	72	37^	89	57
	10.00 - 10.30				A	7.5	13	665	1556	347	251	38^	810	158	389	447	490	321	523	168	291	274	275	181	95^	50^	128	86^
	10.30 - 11.00				A	7.7	14	682	1563	328	237	55^	803	165	402	454	483	305	566	179	322	319	314	187	87^	40^	107	72^
CAGNEY & LACEY					A	11.9	21	1054	1484	324	235	59^	868	216	429	440	437	372	481	139	249	249	232	196	71	39^	64	49^
TUE	10.00P	60	CBS	2	B	11.3	20	1001	1482	327	234	64	881	213	427	440	442	386	474	124	233	234	238	203	64	33^	63	43^
	206	99	OP	11	C	12.7	22	1122	1500	317	236	68	866	217	440	450	441	359	501	138	251	241	242	215	65	36	68	42
	10.00 - 10.30				A	11.8	20	1045	1480	313	224	55^	859	210	412	426	428	379	471	141	242	239	219	195	75	39^	76	57^
	10.30 - 11.00				A	12.1	23	1072	1476	332	243	62	870	220	441	451	442	361	487	136	254	256	242	196	67	38^	51^	41^
CBS NCAA BSKBL CHMP-SP-SA(S)					A	13.3	24	1178	1638	223	165	32^	518	141	287	272	264	188	951	343	586	565	454	277	80	13^	89	66
SAT	7.57P	127	CBS																									
	210	99	SE																									
ARIZONA VS OKLAHOMA					A	11.5	23	1019	1602	213	149	31^	522	164	280	244	238	202	892	332	545	499	389	274	76	17^	112	77
	7.30 - 8.00																											
CONT'D																												

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y		HOUSEHOLD AUDIENCES AVG. AUD. SH. AVG. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
														PERS	WOMEN	18-49	18-49	18- 18- 25- 35-	18- 18- 25- 35-	TOT. 12- 12-	FEM. 12- 12-	TOT. 2- 6-	TOT. 6- 11-											
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11						
EVENING CONT'D																																		
CBS NCAA BSKBL CHMP-SP-S-CONT'D																																		
8.00 - 8.30										A		12.6	25	1116	1639	210	151	33^	510	146	267	249	243	200	936	350	569	531	415	288	79	17^	114	81
8.30 - 9.00										A		12.7	23	1125	1601	203	152	22^	476	125	258	249	246	176	965	347	597	578	463	274	82	13v	78	56^
9.00 - 9.30										A		13.5	24	1196	1658	225	169	36^	529	145	301	282	270	187	973	347	605	590	479	275	75	10v	81	60
9.30 - 10.00										A		14.5	26	1285	1674	248	185	34^	549	143	313	301	292	189	956	337	585	575	472	279	84	11v	85	67
10.00 - 10.30										A		12.3	23	1090	1683	278	210	44^	604	160	345	338	309	208	900	338	572	566	434	247	83	13v	96	74
CBS SUNDAY MOVIE										A		14.5	25	1285	1532	377	230	38^	927	184	375	396	476	465	512	98	199	224	237	259	44^	21^	48^	19^
SUN 9.00P 120 CBS 2										B		17.6	29	1559	1674	333	225	46	847	219	418	405	432	356	640	180	331	323	308	253	95	42	92	54
211 99 FF 26										C		17.4	27	1538	1648	338	241	60	870	219	438	439	439	360	608	155	308	312	320	248	82	39	88	54
THE WOMAN HE LOVED										A		13.9	23	1232	1543	369	218	47^	923	177	373	401	469	460	522	93	208	236	246	263	50^	21^	47^	14^
9.00 - 9.30										A		14.4	23	1276	1511	365	216	37^	923	179	368	394	474	463	501	78	184	216	247	264	37^	16^	50^	16^
9.30 - 10.00										A		15.1	26	1338	1561	395	244	37^	939	195	384	402	483	467	519	117	203	225	227	256	45^	24^	58	26^
10.00 - 10.30										A		14.5	26	1285	1521	379	242	31^	930	186	377	393	482	471	510	105	202	221	230	253	45^	24^	36^	18^
10.30 - 11.00										A		14.5	26	1285	1521	379	242	31^	930	186	377	393	482	471	510	105	202	221	230	253	45^	24^	36^	18^
CHEERS										A		23.2	39	2056	1701	345	283	113	768	350	535	461	305	190	551	263	392	349	225	127	151	67	232	150
THU 9.00P 30 NBC 2										B		24.2	39	2140	1689	330	275	113	769	346	540	471	314	188	518	243	372	326	220	120	179	82	223	143
210 99 CS 27										C		23.9	38	2116	1712	359	301	108	812	341	536	472	334	227	547	234	379	341	243	133	162	85	192	117
COMING OF AGE										A		10.1	16	895	1480	295	225	67^	732	204	400	415	378	266	476	179	286	276	220	152	77	37^	195	118
TUE 9.00P 30 CBS 2										B		8.9	14	784	1510	279	210	78	747	206	387	386	366	306	480	162	272	266	224	174	89	36^	195	118
204 98 CS 3										C		9.6	15	848	1543	289	222	81	764	220	398	395	361	312	510	179	298	293	236	175	85	40^	183	107
CRIME STORY										A		12.9	23	1143	1708	280	210	60	762	166	412	427	439	285	755	209	465	426	421	234	89	35^	102	58
TUE 10.00P 60 NBC 2										B		12.4	22	1099	1671	277	209	60	766	156	398	416	443	299	728	206	432	395	397	241	93	40^	83	49
200 99 OP 20										C		12.1	21	1068	1612	280	208	58	752	179	385	389	405	306	679	198	392	374	371	233	100	46	81	47
10.00 - 10.30										A		13.3	23	1178	1712	289	216	62	776	164	417	430	448	293	744	199	455	423	421	231	86	36^	106	66
10.30 - 11.00										A		12.6	24	1116	1690	270	203	58	742	168	404	420	425	274	761	218	472	426	418	235	91	35^	97	49^
DALLAS										A		16.2	28	1435	1618	307	227	57	948	182	398	425	438	486	515	121	246	263	240	225	50	30^	105	73
FRI 9.00P 60 CBS 1										B		16.2	28	1435	1618	307	227	57	948	182	398	425	438	486	515	121	246	263	240	225	50	30^	105	73
211 99 GD 24										C		16.8	28	1492	1640	322	234	67	965	223	429	444	424	466	490	121	233	240	229	222	57	32	128	87
9.00 - 9.30										A		15.5	27	1373	1612	300	222	55	953	187	399	419	431	493	511	113	240	259	240	230	50	29^	98	68
9.30 - 10.00										A		17.0	30	1506	1614	311	231	59	937	177	395	427	442	477	515	128	250	265	239	220	51	30^	111	77
DAY BY DAY										A		9.7	17	859	1720	293	244	89	758	290	476	393	316	247	551	229	369	315	244	134	180	102	232	152
SUN 8.30P 30 NBC 2										B		11.8	19	1041	1782	338	286	87	756	317	513	433	320	201	513	229	352	310	219	116	208	118	306	206
203 98 CS 5										C		14.1	22	1251	1815	344	292	91	786	336	537	459	329	209	512	225	372	318	227	110	219	129	298	204
DAYS & NIGHTS-MOLLY DODD										A		16.4	28	1453	1631	343	277	127	774	347	547	486	328	176	533	242	382	352	229	118	139	70	185	112
THU 9.30P 30 NBC 2										B		16.8	28	1488	1581	330	272	126	777	335	540	488	340	192	494	222	355	316	219	113	137	70	173	104
205 99 CS 2										C		16.8	28	1488	1581	330	272	126	777	335	540	488	340	192	494	222	355	316	219	113	137	70	173	104
DESIGNING WOMEN										A		14.7	22	1302	1565	339	271	94	859	306	505	470	371	308	480	149	272	273	229	171	70	35^	155	79
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
DAY	TIME	DUR	NET	NO. OF T/C	AUG. %	SH %	AUG. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
								PERS	WOMEN			18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 - APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	LOH 18-49 W/CH <3	TOTAL					TOTAL					TOTAL					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11
EVENING CONT'D																													
HIGHWAY TO HEAVEN-CONT'D																													
WED	9.00P	60	NBC	2	B	13.9	22	1232	1749	309	237	97	881	251	464	453	410	340	545	171	311	284	268	194	147	74	176	103	
	200	98	GD	25	C	14.7	23	1299	1731	293	214	66	885	192	401	408	428	413	531	135	260	251	269	233	125	62	190	117	
	9.00 - 9.30				A	14.0	22	1240	1797	317	240	114	879	257	473	466	421	323	561	187	343	309	288	174	148	81	210	118	
	9.30 - 10.00				A	13.5	22	1196	1767	320	251	124	871	275	502	487	426	287	580	192	356	335	303	171	139	75	178	91	
HIGHWAYMAN																													
FRI	8.00P	60	NBC	1	A	10.2	19	904	1672	224	185	76	618	213	369	357	287	204	672	249	428	404	327	194	138	49A	245	164	
	200	98	A	4	B	10.2	19	904	1672	224	185	76	618	213	369	357	287	204	672	249	428	404	327	194	138	49A	245	164	
	8.00 - 8.30				C	11.4	20	1006	1714	220	181	70	642	195	374	351	313	225	660	241	416	379	300	199	174	52	238	155	
	8.30 - 9.00				A	9.8	18	868	1681	226	185	80	628	208	367	360	297	215	666	248	425	397	326	190	132	50A	256	168	
					A	10.5	19	930	1680	225	187	72	615	219	375	358	280	196	684	251	436	415	331	199	144	49A	237	162	
HOTEL(R)																													
THU	9.00P	60	ABC	2	A	7.9	13	700	1451	350	250	46A	817	201	394	425	408	338	446	125	223	194	214	190	86A	32A	101	50A	
	206	97	GD	4	B	8.5	14	749	1503	327	235	54A	826	196	394	410	417	359	470	133	225	206	220	216	87	44A	120	57A	
	9.00 - 9.30				C	8.0	13	704	1517	312	234	51	848	195	402	419	418	374	455	132	223	202	213	207	98	56	115	67	
	9.30 - 10.00				A	7.3	12	647	1441	335	235	45A	810	188	378	413	399	344	456	116	225	200	227	193	69A	27A	105	54A	
					A	8.4	14	744	1477	367	266	47A	833	214	413	440	420	338	442	135	225	192	206	190	102	37A	99	48A	
HUNTER(R)																													
					A	14.1	28	1249	1712	322	250	67	803	220	437	407	403	324	567	155	299	285	298	246	138	75	204	148	
SAT																													
	10.00P	60	NBC	2	B	14.1	27	1249	1690	309	229	71	805	207	423	404	401	332	557	150	284	273	287	243	141	84	187	127	
	207	99	OP	4	C	15.5	29	1371	1697	309	235	68	800	218	436	406	403	315	581	170	311	297	299	232	135	81	181	126	
	10.00 - 10.30				A	14.1	27	1249	1744	323	252	81	816	232	447	419	399	324	558	148	287	276	289	248	144	84	226	155	
	10.30 - 11.00				A	14.1	28	1249	1679	321	248	52	789	208	427	396	407	324	576	163	310	293	306	244	132	65	183	142	
IN THE HEAT OF THE NIGHT																													
TUE	9.00P	60	NBC	2	A	17.4	28	1542	1699	279	194	52	829	173	386	411	444	370	678	144	333	335	380	296	76	31A	116	76	
	202	98	OP	3	B	17.1	27	1515	1701	276	194	60	833	155	374	405	451	382	670	149	327	321	366	298	90	38	107	65	
	9.00 - 9.30				C	17.4	27	1539	1673	277	192	59	827	160	370	395	444	380	658	146	312	309	356	298	89	39	98	59	
	9.30 - 10.00				A	17.3	28	1533	1701	279	191	50	829	174	379	408	434	374	671	143	325	330	369	296	75	34A	126	84	
					A	17.4	28	1542	1706	280	199	54	834	174	395	416	457	368	688	146	344	342	392	298	77	29A	107	69	
JAKE AND THE FATMAN																													
WED	9.00P	60	CBS	2	A	12.7	20	1125	1624	249	162	73	768	164	344	366	400	367	670	159	326	348	354	287	57	20A	129	97	
	207	99	OP	3	B	12.4	20	1099	1612	257	168	60	806	165	352	368	415	401	612	140	290	306	320	271	78	26A	117	78	
	9.00 - 9.30				C	12.8	21	1131	1614	265	184	68	783	178	363	367	397	370	598	140	283	291	308	267	84	29A	150	97	
	9.30 - 10.00				A	12.5	20	1108	1631	262	171	72	772	165	346	367	406	369	665	153	325	348	362	285	54A	21A	139	106	
					A	12.9	21	1143	1617	237	154	74	764	162	342	366	395	365	673	166	327	348	346	288	61	20A	118	88	
KATE & ALLIE																													
MON	8.00P	30	CBS	2	A	13.6	21	1205	1530	306	231	93	857	277	439	420	366	359	454	120	210	218	217	208	84	63	135	67	
	211	99	CS	15	B	14.1	22	1249	1531	319	241	80	865	271	440	416	367	364	453	123	209	219	212	203	75	50	139	73	
					C	14.5	22	1286	1561	338	253	77	868	260	437	409	376	375	471	138	230	228	216	207	89	59	133	81	
KNOTS LANDING																													
THU	10.00P	60	CBS	1	A	16.5	29	1462	1623	328	260	85	906	289	504	476	406	352	473	189	273	235	185	168	122	64	122	75	
	208	99	GD	24	B	16.5	29	1462	1623	328	260	85	906	289	504	476	406	352	473	189	273	235	185	168	122	64	122	75	
	10.00 - 10.30				C	15.7	26	1395	1550	373	298	86	926	320	531	475	396	342	432	172	265	240	183	138	90	51	101	63	
	CONT'D				A	16.4	28	1453	1649	321	254	82	905	288	501	473	408	353	478	189	275	241	192	169	127	64	139	88	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME DAYTIME DURNETNO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				WOMEN					MEN					TEENS		CHILDREN							
									PERS	WOMEN	18-49	18- W/CH	18-	18- 49	25- 35-	35-	18-	18- 49	25- 35-	35-	TOT. 12-	FEM. 12-	TOT. 2-	10-								
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																
KNOTS LANDING-CONT'D 10.30 - 11.00									A	16.6	30	1471	1598	334	267	87	907	290	507	479	404	352	468	188	272	229	179	166	117	65	105	62
L.A. LAWR									A	16.6	30	1471	1529	330	267	119	713	279	499	457	339	177	601	236	401	372	282	160	106	53	110	61
THU 10.00P 60 NBC 1									B	16.6	30	1471	1529	330	267	119	713	279	499	457	339	177	601	236	401	372	282	160	106	53	110	61
213 99 GD 21									C	18.5	32	1641	1586	337	271	102	790	296	508	474	370	231	611	233	401	377	294	168	99	55	86	46
10.00 - 10.30									A	16.7	29	1480	1534	345	276	122	723	289	512	469	343	171	587	229	392	363	274	158	111	52	113	61
10.30 - 11.00									A	16.5	30	1462	1525	315	258	115	702	268	486	445	335	183	616	242	409	382	290	162	101	53	106	60
MACGYVER									A	13.5	21	1196	1675	265	182	64	773	196	375	354	374	339	634	163	316	355	322	248	115	39A	154	101
MON 8.00P 60 ABC 2									B	12.6	19	1116	1638	249	179	61	731	191	359	353	346	314	616	166	313	334	304	242	128	50	163	104
210 96 A 21									C	13.0	20	1148	1694	257	197	65	723	192	376	358	358	298	659	203	364	351	321	235	136	60	176	104
8.00 - 8.30									A	12.9	20	1143	1627	259	179	59	765	190	364	341	361	346	613	155	298	335	309	247	111	36A	139	95
8.30 - 9.00									A	14.2	22	1258	1706	269	183	69	774	199	382	364	383	332	648	170	330	372	332	247	118	43A	165	106
MARRIED...WITH CHILDREN(R)									A	4.6	8	408	1843	313	281	91A	697	372	528	353	231	141A	664	403	531	436	232	61A	246	130A	237	188
SUN 8.30P 30 FOX 2									B	5.4	9	474	1797	299	275	102	660	379	528	362	207	113	672	414	566	449	239	63A	198	102	266	194
124 87 CS 24									C	4.5	7	401	1920	322	289	105	676	375	535	419	248	111	694	420	590	454	244	74	235	101	315	209
MATLOCK									A	19.0	30	1683	1706	276	180	38	884	135	344	376	458	468	625	110	256	274	319	318	76	36A	121	68

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			PERS	TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S		CHILDREN		
						AVG. AUD. %	SH %	AVG. AUD. 0,000		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	
#STNS	CVG%	TYPE							(2+)	18+	49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	
EVENING CONT'D																												
OHARA(R)-CONT'D																												
SAT	9.00P	60	ABC	2	B	8.4	15	744	1650	267	185	50^	734	149	350	377	400	314	643	156	360	351	360	235	78	31^	195	132
	200	96	OP	9	C	8.8	15	783	1693	288	215	60	775	166	387	405	416	326	658	157	356	360	356	250	90	39	170	120
	9.00 - 9.30				A	8.1	14	718	1634	263	171	42^	780	125	339	377	435	362	616	144	305	299	327	258	78^	41^	160	108
	9.30 - 10.00				A	9.4	17	833	1616	278	183	41^	771	132	347	375	427	351	629	154	328	342	342	240	90	40^	126	90
PERFECT STRANGERS(R)																												
FRI	8.00P	30	ABC	2	A	12.4	23	1099	1723	307	234	75	790	233	427	433	353	304	489	171	290	275	243	153	149	91	295	211
	214	98	CS	5	B	12.6	23	1112	1662	286	225	81	796	231	417	406	347	324	467	173	290	266	226	144	151	96	248	168
					C	12.8	23	1138	1703	289	228	96	793	259	442	427	343	293	460	174	280	264	215	142	147	90	303	197
PRESIDENTIAL PORTRAIT																												
TUE&THU	9.58P	1	CBS	4	A	12.2	20	1076	1556	295	223	63	819	220	416	409	401	354	542	202	309	281	233	192	85	47	111	69
	207	98	DO	65	B	10.9	18	964	1528	305	230	68	818	236	429	417	386	340	529	184	290	280	241	197	72	34	110	68
					C	12.9	21	1143	1582	320	239	72	849	237	438	424	401	351	533	162	291	280	262	205	90	45	110	68
PROBE																												
THU	8.00P	60	ABC	2	A	9.5	16	842	1615	268	201	57^	742	195	379	380	367	303	599	188	376	369	303	174	105	37^	169	102
	209	98	A	4	B	9.3	15	824	1570	291	224	56	730	205	394	395	370	277	580	185	351	346	300	188	103	48^	157	97
	8.00 - 8.30				C	9.0	14	797	1622	290	227	57	754	215	414	408	372	278	598	196	364	360	298	194	106	55	163	103
	8.30 - 9.00				A	9.1	15	806	1602	262	199	56^	745	195	366	372	354	311	598	191	378	361	297	179	97	31^	162	97
					A	9.8	16	868	1643	276	205	58^	747	197	394	392	383	298	607	188	377	380	312	172	113	44^	176	108
SIMON & SIMON																												
THU	9.00P	60	CBS	1	A	12.1	20	1072	1666	265	200	82	782	201	398	396	371	335	637	188	330	344	289	244	103	42^	144	91
	205	97	PD	14	B	12.1	20	1072	1666	265	200	82	782	201	398	396	371	335	637	188	330	344	289	244	103	42^	144	91
	9.00 - 9.30				C	12.7	19	1125	1642	283	204	69	823	202	407	402	402	356	577	169	311	313	285	216	100	49	142	86
	9.30 - 10.00				A	10.6	18	939	1677	255	195	80	776	191	393	391	366	335	654	179	330	351	305	256	102	39^	145	94
					A	13.6	23	1205	1657	273	205	84	787	208	402	400	375	336	623	195	331	339	277	234	103	44^	143	89
60 MINUTES																												
SUN	7.00P	60	CBS	2	A	15.2	33	1347	1630	264	179	48	800	129	313	322	373	442	726	172	321	335	318	350	64	27^	39^	19^
	212	99	DN	29	B	18.4	36	1626	1595	278	188	38	803	143	311	326	372	437	717	171	331	346	329	330	45	17^	31	16^
	7.00 - 7.30				C	20.8	34	1844	1560	281	190	42	770	148	299	317	353	410	699	164	326	338	336	319	40	16	51	28
	7.30 - 8.00				A	14.3	33	1267	1636	242	167	49^	782	119	301	311	363	437	737	174	323	336	321	357	72	29^	45^	24^
					A	16.2	34	1435	1615	282	187	47	811	136	322	329	379	444	712	168	317	332	314	341	57	26^	34^	16^
SMOTHERS BROS COMEDY HOUR																												
WED	8.00P	60	CBS	1	A	11.3	18	1001	1627	271	191	60^	781	168	353	380	386	357	661	145	340	365	367	265	47^	29^	139	89
	207	98	GV	1	B	11.3	18	1001	1627	271	191	60^	781	168	353	380	386	357	661	145	340	365	367	265	47^	29^	139	89
	8.00 - 8.30				C	11.3	18	1001	1627	271	191	60^	781	168	353	380	386	357	661	145	340	365	367	265	47^	29^	139	89
	8.30 - 9.00				A	11.1	18	983	1599	264	185	59^	778	176	349	373	366	360	637	138	323	351	352	258	46^	28^	138	89
					A	11.5	18	1019	1655	277	198	61^	783	161	358	387	405	354	683	151	356	379	382	272	49^	29^	140	88
SPENSER: FOR HIRE(R)																												
SAT	10.00P	60	ABC	2	A	9.7	19	859	1711	297	221	47^	866	201	460	427	460	352	643	183	326	323	313	256	104	56^	98	66^
	213	99	PD	9	B	9.8	19	864	1675	303	225	55	812	205	433	413	427	326	621	176	340	330	318	226	104	48^	139	90
	10.00 - 10.30				C	11.2	21	988	1699	310	240	79	797	218	442	423	409	305	639	184	364	371	337	215	119	59	143	97
	10.30 - 11.00				A	9.6	18	851	1731	308	228	50^	868	204	457	421	452	359	651	189	336	330	313	255	105	53^	107	72^
					A	9.7	19	859	1709	289	217	45^	873	201	469	436	472	348	642	180	319	320	316	260	105	59^	89	60^
SPORTSBREAK-SAT																												
CONT'D					A	10.0	20	886	1572	304	228	74	685	224	390	382	331	218	753	288	486	469	348	206	73	27^	62^	44^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49	W O M E N					M E N					T E E N S		C H I L D R E N							
									(2+)	18+	49	<3	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	12-	FEM. 12-	TOT. 11	TOT. 6-				
EVENING CONT'D																															
SPORTSBREAK-SAT-CONT'D																															
SAT	10.57P	1	CBS	2	B	11.0	21	975	1672	315	241	91	755	230	431	448	390	242	693	233	428	429	353	206	101	54	123	78			
	207	98	SN	28	C	8.6	15	766	1685	300	228	69	790	221	413	410	376	315	657	204	376	380	327	225	103	44	134	82			
SPORTSBREAK-SUN																															
SUN	9.54P	1	CBS	2	A	14.3	23	1267	1535	365	210	34^	935	180	368	394	479	475	513	79	183	225	254	268	32^	15^	54	13^			
	211	99	SN	28	B	18.3	29	1621	1696	326	222	43	837	230	429	410	426	336	652	189	341	332	318	250	103	49	104	61			
					C	17.3	27	1533	1658	342	247	60	876	225	450	446	443	357	606	156	309	310	319	246	85	41	91	56			
THIRTYSOMETHING(R)																															
TUE	10.00P	60	ABC	2	A	13.2	24	1170	1518	359	326	125	782	421	630	551	297	117	490	288	391	352	175	72	135	86	110	67			
	215	99	GD	21	B	14.2	25	1254	1505	361	324	140	800	453	656	565	290	112	469	270	391	353	175	57	116	73	120	68			
	10.00 - 10.30				C	13.7	24	1210	1560	364	325	153	819	459	652	550	291	132	494	269	397	357	194	66	123	73	124	70			
	10.30 - 11.00				A	13.5	23	1196	1529	352	322	130	773	419	630	548	294	111	494	299	404	363	174	62	137	88	125	75			
					A	13.0	24	1152	1494	362	327	119	786	420	625	551	298	123	483	273	375	339	175	81	132	82	94	58			
TRACEY ULLMAN SHOW(R)																															
SUN	10.00P	30	FOX	2	A	4.2	7	372	1563	285	263	63^	571	276	462	363	253	92^	698	408	605	467	264	71^	154^	72^	139^	97^			
	117	84	CS	5	B	3.5	6	306	1537	299	285	67^	601	324	479	357	216	107^	638	353	522	411	258	94^	143^	85^	154	103^			
					C	3.4	5	299	1458	256	233	68^	595	314	456	343	213	120	552	289	455	364	231	79^	152	79^	160	113			
TRIAL & ERROR																															
TUE	8.00P	30	CBS	2	A	5.3	8	470	1475	260	178	51^	644	184	333	336	309	243	461	197	281	250	187	151	111^	42^	259	156			
					B	5.2	8	461	1456	250	177	65^	672	195	336	309	281	281	482	179	284	252	198	170	99	32^	204	129			

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR. 3, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C H I L D R E N								
								18+	49		18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FFM. 12	TOT. 2-6	TOT. 11									
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11					
EVENING CONT'D																																
WEST 57TH-CONT'D																																
	205	98	DN	25	C	7.7	14	685	1588	296	227	70	767	224	412	415	370	290	643	205	385	391	315	207	79	32^	99	58				
	10.00 - 10.30				A	9.7	19	859	1691	301	225	64^	702	209	401	402	361	222	851	298	529	543	437	234	66^	13^	72^	45^				
	10.30 - 11.00				A	9.9	20	877	1613	265	196	78	673	211	391	400	346	203	798	309	521	509	379	202	72^	23^	70^	46^				
	11.00 - 11.30				A	10.3	22	913	1625	252	182	68^	693	193	364	370	351	257	776	277	486	473	367	225	83	34^	74	58^				
WHO'S THE BOSS?																																
TUE	8.00P	30	ABC	2	A	22.0	35	1949	1665	312	258	92	737	322	483	432	290	212	436	192	308	284	191	100	187	97	305	216				
	219	99	CS	25	B	21.9	35	1940	1716	319	267	95	737	334	498	436	285	198	451	208	328	282	191	100	199	103	329	230				
					C	21.4	33	1898	1767	343	290	100	764	338	517	438	299	206	475	220	339	293	203	104	217	118	310	211				
WITSEGUYS																																
MON	10.00P	60	CBS	2	A	10.1	17	895	1482	284	212	73	696	240	434	397	323	216	590	202	396	391	306	152	95	44^	101	69^				
	210	99	OP	11	B	10.3	17	913	1479	285	224	74	723	254	439	400	325	245	600	204	385	382	303	179	64	29^	92	60				
	10.00 - 10.30				C	11.1	19	986	1522	306	245	76	774	251	455	427	357	275	598	203	377	368	301	183	79	29^	70	43				
	10.30 - 11.00				A	10.2	17	904	1495	296	220	87	720	257	457	411	328	216	575	206	384	378	288	152	97	48^	103	69^				
					A	9.9	17	877	1484	274	206	60^	678	226	416	386	320	219	611	199	413	409	327	153	95	40^	100	70^				
WOMEN IN PRISON(R)																																
SAT	8.30P	30	FOX	2	A	1.8	3	159	1557	294^	254^	38^	599	251^	455	358^	312^	123^	384^	182^	295^	210^	170^	88^	215^	106^	358^	296^				
	113	78	CS	23	B	2.2	4	190	1701	265	240	61^	584	283	467	383	270	91^	476	186^	341	291	259	114^	230^	130^	411	332				
					C	2.5	4	219	1690	263	213	63^	551	239	386	335	260	127	531	247	393	335	229	108^	234	136	373	273				
WONDER YEARS																																
TUE	8.30P	30	ABC	2	A	19.2	30	1701	1694	292	254	118	693	358	510	411	261	148	449	244	358	318	171	65	216	101	336	244				
	220	99	CS	3	B	19.4	30	1714	1716	311	266	117	699	355	521	439	267	141	457	246	368	313	178	66	223	107	336	232				
					C	20.0	30	1775	1740	325	273	117	706	347	526	450	283	141	470	240	369	319	194	74	230	116	333	233				

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR 3, 1988

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			WORKING WOMEN	W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
						AVG. AUD. %	SH %	AVG. AUD. 0,000		18-18+	18-49	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 - APR. 3, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN		WOMEN					MEN					TOTAL		12-17			
									(2+)	18+	18-49	25-54	15-24	18-34	18-49	21-49	21-54	25-54	15-24	18-34	18-49	21-49	21-54	25-54	12-17	17-18		
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-3					A	0.9	15	83	1170	299^	196^	216^	83v	695	218^	362^	307^	372^	365^	25v	331^	103^	195^	195^	261^	236^	<<	35v
MON 3.00A	150		CBS	10	B	0.8	14	75	1096	303^	193^	210^	57v	674	178^	326^	291^	343^	334^	41v	320^	130^	197^	190^	237^	203^	<<	22v
78 74			N	138	C	0.8	15	74	1110	298^	180^	198^	52v	682	171^	308^	287^	361	337^	51v	358	132^	214^	206^	242^	205^	10v	11v
TU-THSU 3.00A	180				A	1.0	13	89	1223	354^	250^	276^	111^	686	259^	409	336^	408	397	11v	374^	108^	200^	199^	298^	289^	<<	41v
3.30 - 4.00					A	1.1	16	94	1186	295^	217^	219^	88v	668	228^	375	312^	381	377	24v	365	115^	210^	210^	298^	274^	<<	37v
4.00 - 4.30					A	0.9	16	83	1205	297^	205^	203^	96v	726	241^	386^	315^	369^	369^	20v	328^	97v	197^	197^	258^	238^	<<	41v
4.30 - 5.00					A	0.9	16	80	1183	284^	175^	197^	85v	734	217^	373^	322^	375^	366^	29v	299^	93v	184^	184^	233^	204^	<<	43v
5.00 - 5.30					A	0.8	15	74	1163	298^	174^	207^	67v	737	189^	340^	306^	371^	363^	35v	301^	91v	166^	166^	223^	188^	<<	33v
5.30 - 6.00					A	0.8	13	69	1147	285^	148^	201^	42v	687	169^	291^	261^	347^	335^	45v	342^	126^	237^	237^	271^	227^	<<	13v
CBS NEWS NIGHTWATCH-3(B)					A	0.8	14	71	1058	265^	92v	179v	116v	674^	163v	262^	197v	330^	330^	<<	329^	79v	135v	135v	181v	181v	<<	51v
MON 5.30A	30		CBS																									
57 57			N																									
CBS SUNDAY NEWS					A	2.8	6	248	1581	285	183^	201^	57v	863	151^	352	335	418	388	98^	580	218^	345	327	394	333	38v	12v
SUN 11.00P	15		CBS	2	B	2.9	6	257	1613	285	183	201	63^	844	139^	369	340	396	375	75^	641	180	335	306	374	338	20v	22v
109 58			N	28	C	3.3	7	295	1468	292	212	218	55^	817	171	389	373	417	384	59^	555	131	280	265	308	279	27^	12v
DAVID LETTERMAN I					A	3.9	19	349	1392	280	232	189	130	656	267	429	379	405	339	163	589	322	454	401	432	358	60^	38^
MON-FRI 11.30A	30		NBC	10	B	3.8	19	341	1392	278	229	186	128	650	267	429	379	405	339	158	581	314	445	401	438	354	58^	37^
109 58			GV	134	C	4.0	20	354	1395	266	243	211	125	609	290	452	404	443	383	162	592	334	465	411	440	358	45^	40^
DAVID LETTERMAN II					A	3.3	19	296	1363	264	222	180	132	650	281	427	384	402	328	171	571	327	448	405	436	348	63^	36^
MON-FRI 11.30A	30		NBC	10	B	3.2	19	286	1346	264	218	172	149	635	284	427	369	388	314	171	582	338	461	423	456	358	55^	36^
205 99			GV	134	C	3.3	20	292	1379	283	244	206	132	652	303	457	408	441	376	179	599	369	487	427	457	363	44^	38^
FRIDAY NIGHT VIDEOS					A	2.8	18	248	1475	189^	173^	138^	176^	592	296	432	388	394	299	313	645	489	537	421	440	305	118^	62v
FRI 1.30A	60		NBC	2	B	3.0	19	266	1428	240	209	184	166^	616	315	463	412	431	351	242	604	416	488	398	428	324	96^	68^
174 96			PC	27	C	2.7	18	239	1439	280	250	209	170	604	336	475	418	445	361	235	602	425	517	432	458	361	98^	63^
1.30 - 2.00					A	3.1	18	275	1478	195^	176^	142^	171^	579	292	422	382	393	311	317	647	495	547	425	445	321	121^	78^
2.00 - 2.30					A	2.6	18	230	1415	175^	163^	129^	176^	586	290	427	381	381	274^	297	618	463	504	399	417	275^	111^	40v
G MICHAELS SPORTS MACHINE					A	1.7	5	151	1550	293^	245^	218^	127^	595	200^	401^	388^	403^	311^	135^	719	309^	544	484	543	507	98v	64v
SUN 11.30P	15		NBC	2	B	2.1	6	186	1526	245	208^	189^	117^	612	206^	394	368	388	326	183^	735	351	519	416	461	407	69^	67^
84 55			SC	29	C	1.8	6	161	1501	284	235	238	94^	612	217	412	391	432	387	198	745	352	535	464	519	419	46^	45^
LATE SHOW-FOX					A	1.1	4	99	1475	259^	232^	195^	121^	607	305^	445	397	416	376	220^	579	360	491	369	410	353	93^	82v
MON-FRI 11.30P	60		FOX	10	B	1.2	4	102	1440	262^	226^	201^	138^	619	325	462	419	443	388	203^	569	373	500	396	425	364	86^	76^
100 77			GV	134	C	1.6	4	141	1469	287	255	222	156^	648	343	490	436	472	405	188	604	370	497	416	445	369	66^	60^
11.30 - 12.00					A	1.3	4	112	1465	246^	220^	188^	109^	594	283^	422	376	397	361	228^	586	361	497	358	397	347	94^	77^
12.00 - 12.30					A	1.0	4	89	1458	271^	243^	200^	133^	612	328^	466	416	431	387	207^	558	351^	472	375^	418	355^	89v	87v
SATURDAY NIGHT					A	7.6	24	673	1498	266	211	220	116	669	270	464	426	460	418	151	594	300	449	405	437	376	85^	71^
SAT 11.30P	75		NBC	2	B	7.8	25	692	1494	270	224	222	131	641	273	458	425	458	405	143	583	300	447	400	429	379	102	81
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T I T L E / R A T I O N						
									PERS		18-25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12	12						
#STNS	CV%	%				%	%		(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17			
LATE FRINGE CONT'D																															
SATURDAY NIGHT-CONT'D																															
	201	99	GV	21	C	8.2	24	723	1581	309	263	235	149	673	317	490	447	482	418	156	615	320	490	442	480	422	99	88			
	11.30 - 12.00				A	8.5	24	753	1534	283	228	229	107	704	269	474	440	473	430	121	604	286	449	413	439	387	70^	71^			
	12.00 - 12.30				A	7.3	25	647	1484	252	199	214	120	648	270	457	421	455	415	166	596	306	455	407	442	375	94^	74^			
	12.30 - 1.00				A	6.3	25	558	1457	255	196	212	131	635	277	460	411	446	399	196	573	332	445	387	429	354	110^	65^			
TONIGHT SHOW																															
MON-FRI	11.30P	60	NBC	10	A	6.0	20	535	1406	265	203	199	88	699	212	398	363	411	374	95	562	206	352	329	366	324	49^	37^			
	202	99	GV	131	B	5.8	19	516	1373	272	214	202	101	710	225	411	368	414	370	97	530	200	332	314	351	301	45^	30^			
	11.30 - 12.00				C	6.2	21	546	1409	281	221	212	93	741	233	418	385	435	393	96	545	213	353	326	361	312	38^	33^			
	12.00 - 12.30				A	6.6	19	587	1420	264	204	205	90	702	211	405	370	419	381	89	561	193	339	320	359	319	50^	40^			
					A	5.5	21	487	1379	264	201	191	85	690	211	388	352	399	362	101	560	221	365	336	372	328	49^	32^			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

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MAR. 28-APR. 3, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N					M E N					T E E N S		C H I L D R E N				
									18-49	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6-				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6-					
#STNS	CVG%	TYPE	T/C								TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.6	15	145	61^	245	197^	606	206^	365	374	294	190^	479	165^	303	324	249	124^	14v	11v	16v	16v	11v
MON-FRI 6.15A 15 ABC 10					B	1.5	14	133	57^	285	236	623	193^	385	395	326	188^	456	138^	276	279	254	139^	8v	20v	10v	15v	9v
136 81 N 135					C	1.3	14	119	68^	275	221	630	164^	375	381	358	209^	492	148^	300	323	277	142^	19v	25v	11v	17v	13v
ABC WORLD NEWS-MORN-645A					A	2.3	14	207	54^	282	216	647	206	375	384	299	228	495	140^	297	314	289	144^	23v	21v	27v	52^	42^
MON-FRI 6.45A 15 ABC 10					B	2.3	14	203	63^	304	232	647	198	381	410	327	210	453	103^	253	283	287	143	22v	26v	17v	39^	33v
182 91 N 135					C	2.2	15	192	68^	284	223	628	177	389	408	339	188	482	131^	265	298	279	152	38^	33v	21v	24v	30v
BEFORE HOURS					A	0.7	7	60	102v	299^	225^	646	176^	379^	380^	387^	204^	479^	233^	341^	315^	161^	102v	20v	23v	22v	29v	21v
MON-FRI 6.15A 15 NBC 10					B	0.8	9	70	64v	253^	193^	557	160^	313^	311^	329^	198^	479	204^	296^	252^	168^	148^	42v	13v	18v	16v	21v
149 85 N 135					C	0.8	10	67	71v	301^	264^	619	168^	372^	365^	318^	215^	421	191^	259^	238^	138^	127^	32v	22v	15v	13v	19v
CBS MORNING NEWS- 6:30AM					A	1.3	11	117	66v	250^	154^	578	121^	314	364	378	182^	457	90^	232^	237^	296	179^	19v	8v	11v	<<	11v
MON-FRI 6.30A 30 CBS 10					B	1.3	11	119	76^	220^	134^	576	126^	316	346	374	190^	455	95^	236^	253	300	170^	21v	8v	14v	15v	25v
149 86 N 140					C	1.3	12	111	58v	261	145^	605	138^	291	329	357	246	423	97^	194^	201^	233	190^	21v	12v	27v	17v	28v
CBS THIS MORNING-1					A	2.2	10	193	34v	208	120^	648	102^	267	292	353	334	468	71^	239	229	284	219	9v	12v	11v	17v	19v
MON-FRI 7.30A 30 CBS 10					B	2.2	10	198	43^	198	130^	654	110^	278	299	338	332	453	77^	207	203	245	238	12v	11v	14v	16v	17v
202 97 N 90					C	2.2	11	197	43^	189	128^	654	116^	266	282	306	345	446	79^	202	206	220	218	22v	8v	21v	20v	28v
CBS THIS MORNING-2					A	2.3	10	202	34v	139^	85^	670	93^	222	237	308	418	421	71^	199	194	206	209	12v	13v	25v	32v	35v
MON-FRI 8.30A 30 CBS 10					B	2.2	10	196	38v	147	95^	706	121^	235	241	308	438	397	73^	167	160	179	220	12v	11v	24v	28v	28v
202 97 N 90					C	2.4	11	217	39^	149	91^	713	121	236	256	313	430	396	67^	150	153	168	223	11v	8v	26v	25v	28v
GOOD MORNING, AMERICA-730					A	4.7	20	415	52^	267	202	732	184	388	403	379	294	393	110	189	209	197	167	7v	9v	17v	23^	26^
MON-FRI 7.30A 30 ABC 10					B	4.5	20	396	54^	253	192	728	182	384	403	379	295	403	106	189	215	205	174	10v	8v	19v	28^	29^
216 99 N 134					C	4.3	21	379	58^	242	185	712	161	380	399	378	282	424	99	194	214	221	189	16v	7v	22^	23^	28^
GOOD MORNING, AMERICA-830					A	4.4	18	392	69^	231	183	751	190	393	431	395	296	358	70^	159	173	217	164	7v	9v	30^	36^	42^
MON-FRI 8.30A 30 ABC 10					B	4.4	19	389	68^	211	170	748	188	375	401	377	322	354	70^	153	174	204	162	8v	9v	27^	36^	35^
215 99 N 135					C	4.5	20	396	72	202	158	759	159	360	381	394	343	372	68	148	170	201	182	10v	8v	22^	25^	22^
NBC NEWS AT SUNRISE					A	2.1	19	190	65^	294	209	657	146^	361	389	410	221	489	114^	239	271	268	195	17v	27v	11v	22v	13v
MON-FRI 6.00A 30 NBC 10					B	2.2	19	194	49^	276	195	638	131^	340	367	396	233	491	119^	231	251	257	210	24v	25v	11v	24v	20v
199 98 N 135					C	2.0	20	177	68^	303	247	646	151	376	395	364	217	491	123^	227	246	240	215	22v	33v	14v	14v	21v
TODAY SHOW-7.30AM					A	4.6	20	408	48^	204	151	664	116	309	311	362	315	482	102	230	263	260	202	6v	4v	28^	23^	34^
MON-FRI 7.30A 30 NBC 10					B	4.8	21	421	48^	209	147	688	126	308	320	372	336	463	102	220	235	247	206	11v	4v	27^	22^	29^
205 99 N 135					C	4.6	22	411	53^	217	158	682	130	322	344	366	315	476	108	223	229	231	226	16^	10v	23^	19^	28^
TODAY SHOW-8.30AM					A	4.6	19	406	44^	198	157	732	131	313	320	359	377	391	90	182	185	198	173	10v	12v	25^	17v	20v
MON-FRI 8.30A 30 NBC 10					B	4.5	20	401	47^	189	143	744	125	306	320	377	392	395	90	182	181	195	183	11v	8v	24^	15v	15v
205 99 N 135					C	4.8	21	427	57^	168	130	724	120	307	327	371	377	424	93	190	190	200	214	10v	8v	20^	17^	16^

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR. 3, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18+	15-24	TOTAL	18-34	18-49	18-49	25-34	25-34	35-55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 6-11			
MONDAY-FRIDAY DAYTIME																												
ABC AFTERSCHOOL SPECIAL(S,R)					A	5.5	17	487	86^	261	194	149	796	258	456	352	405	371	287	219	62^	36^	81^	55^	51^	63^	36^	77^
WED 4.00P 60 ABC																												
181 88 FV																												
ARE YOU MY MOTHER?					A	5.2	17	461	91^	264	199	167	796	283	472	355	409	357	269	204	58^	35^	76^	61^	46^	52^	30^	68^
4.00 - 4.30					A	5.8	17	514	81^	259	190	134	796	235	442	350	401	384	302	232	65^	37^	86^	50^	55^	72^	42^	85^
4.30 - 5.00																												
ALL MY CHILDREN					A	7.3	25	643	143	256	234	149	853	393	594	482	531	346	209	236	72	25^	62	50^	47^	71	58	60
MON-FRI 1.00P 60 ABC					B	7.2	25	639	147	254	229	147	852	389	599	483	531	352	205	248	67	19^	51	42^	45	57	58	44^
219 99 DD 133					C	7.7	25	683	146	244	215	147	854	385	578	454	505	342	225	270	77	15^	39	31^	58	54	75	36^
1.00 - 1.30					A	7.0	24	622	144	253	232	145	840	386	588	481	528	342	206	238	72	28^	65	54^	48^	70	59	60
1.30 - 2.00					A	7.5	26	665	142	258	235	154	864	399	601	482	534	351	212	234	73	22^	60	47^	46^	72	58	61
AMERICAN TREASURY					A	5.0	17	440	96	170	128	139	904	226	415	328	383	371	434	235	119	24^	69^	62^	46^	53^	24^	76^
M-F 3.58P 1 CBS					B	5.0	17	440	99	177	136	139	900	232	410	319	369	370	440	252	136	17^	69^	57^	35^	57^	27^	66^
195 92 DO 80					C	4.7	15	420	92	187	130	126	880	239	425	332	386	375	400	286	131	26^	52^	48^	35^	51^	37^	49^
ANOTHER WORLD					A	4.7	17	413	87	176	152	178	846	257	434	317	368	366	360	249	82	49^	108	86	46^	88	75^	60^
MON-FRI 2.00P 60 NBC					B	4.7	17	416	86	173	149	154	850	255	437	327	388	371	352	227	84	36^	77	65^	43^	75	68^	50^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR. 3, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. 0,000	TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
										15-	18-	15-	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
#STNS	CVG%	TYPE	T/C						(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS																												
SAT	1.00P	30	ABC	1	A	2.2	8	195	1344	150 [^]	359	263 [^]	139 [^]	280 [^]	184 [^]	131 [^]	53 ^v	84 ^v	99 [^]	521	355	165 [^]	163 [^]	357	279 [^]	78 ^v	116 [^]	242 [^]
	146	77	CA	10	B	2.2	8	195	1344	150 [^]	359	263 [^]	139 [^]	280 [^]	184 [^]	131 [^]	53 ^v	84 ^v	99 [^]	521	355	165 [^]	163 [^]	357	279 [^]	78 ^v	116 [^]	242 [^]
					C	2.3	7	199	1455	151	476	347	108 [^]	320	197	95 [^]	102 [^]	117 [^]	80 [^]	462	267	194	184	278	168	110 [^]	122 [^]	156
LITTLE RED RIDING HOOD																												
ALF-SAT MORN					A	5.4	19	478	1597	155	437	316	132 [^]	351	214	110 [^]	105 [^]	134	80 [^]	595	303	292	259	336	185	151	206	130 [^]
SAT	10.00A	30	NBC	2	B	5.9	20	523	1517	135	375	280	109	267	238	103	135	153	85 [^]	637	332	305	253	384	211	173	202	182
	203	99	CA	21	C	6.2	21	550	1502	137	370	308	90	240	222	107	115	141	81	670	343	327	269	401	216	184	200	200
ALL NEW POUND PUPPIES																												
SAT	8.30A	30	ABC	2	A	3.0	14	266	1102	47 ^v	270	152 [^]	36 ^v	167 [^]	111 [^]	36 ^v	74 [^]	73 [^]	38 ^v	555	242	313	236 [^]	319	166 [^]	153 [^]	183 [^]	137 [^]
					B	3.5	16	310	1300	49 [^]	261	191	46 [^]	159	125 [^]	27 ^v	98 [^]	98 [^]	27 ^v	754	373	381	280	474	240	234	257	218
	204	97	CA	10	C	3.3	15	288	1394	68 [^]	262	211	42 [^]	184	143	61 [^]	82 [^]	99	44 [^]	804	409	395	308	496	265	231	265	231
ALVIN AND THE CHIPMUNKS																												
SAT	10.30A	30	NBC	2	A	5.8	20	514	1514	161	408	317	126	280	257	125	132	166	92 [^]	569	234	335	200	369	151	218	177	192
					B	6.3	21	554	1454	146	374	295	105	225	264	113	151	162	101	592	269	323	218	374	168	206	185	188
	201	99	CA	30	C	6.4	22	563	1521	155	371	314	88	223	231	92	139	143	88	698	325	372	297	400	191	209	203	197
ANIMAL CRACK-UPS																												
SAT	12.00N	30	ABC	2	A	3.4	12	301	1435	105 [^]	384	289	133 [^]	399	236	142 [^]	94 [^]	132 [^]	104 [^]	416	220	197 [^]	128 [^]	288	164 [^]	124 [^]	119 [^]	169 [^]
					B	3.5	12	306	1490	134 [^]	399	289	126 [^]	388	227	116 [^]	111 [^]	117 [^]	111 [^]	476	272	203	176	300	184	116 [^]	132 [^]	168
	181	88	CL	22	C	3.6	12	317	1543	139	452	341	112	375	211	88	122	130	81	506	272	234	197	309	166	143	146	163
BUGS BUNNY & TWEETY SHOW																												
SAT	11.00A	30	ABC	2	A	4.6	16	408	1455	109 [^]	354	263	153 [^]	373	189	146 [^]	43 [^]	95 [^]	93 [^]	540	282	258	222	318	181	137 [^]	176	142 [^]
					B	5.0	17	439	1457	137	382	283	143	356	190	113	77 [^]	98 [^]	92 [^]	530	299	231	232	298	190	108	189	109
	199	93	CA	10	C	5.0	17	447	1498	142	397	310	122	324	210	119	91	117	93	567	328	240	252	315	178	137	191	124
DENNIS THE MENACE																												
SAT	11.30A	30	CBS	2	A	3.1	11	275	1377	84 [^]	253	148 [^]	69 [^]	260	235	113 [^]	122 [^]	165 [^]	70 [^]	629	287	342	166 [^]	464	209 [^]	255	200 [^]	264
					B	3.1	11	270	1449	63 [^]	258	156 [^]	82 [^]	267	226	122 [^]	104 [^]	157 [^]	69 [^]	698	358	340	242	456	245	211	200	256
	162	75	CA	14	C	3.6	12	321	1572	127	362	263	91	266	225	110	115	133	92	718	407	311	326	392	237	155	191	201
FLINTSTONE KIDS																												
SAT	11.30A	30	ABC	2	A	3.7	13	328	1588	115 [^]	342	270	133 [^]	256	237	124 [^]	113 [^]	102 [^]	135 [^]	753	401	352	262	492	273	218	262	229
					B	4.0	14	350	1561	159	378	293	128 [^]	290	230	104 [^]	126 [^]	102 [^]	128 [^]	664	358	306	283	380	221	159	224	156
	195	90	CA	9	C	4.0	14	358	1553	143	423	330	109	300	204	91	113	118	87	625	329	296	273	352	174	178	200	152
FOOFUR																												
SAT	12.00N	30	NBC	2	A	3.5	13	310	1660	178 [^]	385	278	218	347	283	136 [^]	146 [^]	148 [^]	135 [^]	646	213	433	303	343	110 [^]	233	174 [^]	169 [^]
					B	3.8	13	332	1546	153	360	260	163	289	239	94 [^]	145	131 [^]	109 [^]	657	283	374	308	350	154	196	202	148
	156	82	CA	28	C	3.4	12	304	1503	158	399	324	110	253	246	104	142	143	103	605	302	302	276	329	160	169	170	159
FRAGGLE ROCK																												
SAT	11.00A	30	NBC	2	A	4.7	17	416	1590	169	473	356	106 [^]	242	245	89 [^]	155	151 [^]	94 [^]	631	271	360	254	377	165	212	192	185
					B	5.3	18	465	1550	147	407	310	94 [^]	209	251	95 [^]	155	147	104	683	317	366	288	395	184	211	213	182
	195	98	CA	2	C	5.3	18	465	1550	147	407	310	94 [^]	209	251	95 [^]	155	147	104	683	317	366	288	395	184	211	213	182
GALAXY HIGH SCHOOL																												
SAT	12.30P	30	CBS	1	A	2.3	8	204	1504	106 [^]	346	191 [^]	85 [^]	306 [^]	238 [^]	137 [^]	101 [^]	144 [^]	94 [^]	614	270 [^]	344	230 [^]	384	184 [^]	201 [^]	243 [^]	142 [^]
					B	2.3	8	204	1504	106 [^]	346	191 [^]	85 [^]	306 [^]	238 [^]	137 [^]	101 [^]	144 [^]	94 [^]	614	270 [^]	344	230 [^]	384	184 [^]	201 [^]	243 [^]	142 [^]
	132	63	CA	10	C	2.9																						

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR. 3, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N									
										15-18	18-24	15-24	24-34	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	101	
DAY	TIME	DUR	NET	NO. OF						15-24	18-24	15-24	24-34	12-17	12-17	12-17	12-17	15-17	2-11	2-11	2-11	2-11	6-11	6-11	6-11	6-11	9	
#STMS	CVG%	TYPE	T/C							TOTAL	TOTAL	TOTAL	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																												
HELLO KITTY					A	2.5	14	222	1236	53v	236^	147^	85^	319	35v	4v	31v	8v	27v	646	310	336	233^	413	203^	210^	241^	172^
SAT					B	2.4	13	213	1201	37v	233	161^	49v	240	54v	7v	47v	26v	28v	674	321	353	238	435	201^	234	257	179^
201					C	2.1	13	184	1299	54^	292	199	41^	239	86^	53^	33v	52^	35v	682	351	331	227	455	242	213	275	180
I'M TELLING					A	2.7	10	239	1689	184^	409	277	177^	365	339	179^	160^	218^	121^	576	187^	390	201^	375	140^	235^	141^	234^
SAT					B	2.7	9	239	1628	167^	423	302	160^	298	286	111^	175^	175^	111^	621	264	357	220	401	174^	226	183^	217
135					C	2.7	9	236	1517	144^	423	315	108	255	265	98^	166	171	94^	574	289	286	215	360	183	177	177	183
LITTLE CLOWNS-HAPPYTOWN					A	2.1	12	186	1118	57v	332^	209^	42v	248^	122^	38v	84v	70v	52v	417	182^	235^	208^	209^	96^	113^	135^	74v
SAT					B	2.4	13	208	1181	51v	294	216^	43v	234	110^	33v	77^	73^	37v	544	280	264	229	315	184^	131^	177^	138^
200					C	2.2	12	192	1303	58^	299	234	50^	229	107^	57^	50^	59^	48^	667	351	316	231	436	238	198	217	219
LITTLE WIZARDS					A	3.5	13	310	1409	64^	360	241	47v	257	149^	65^	84^	116^	34v	643	399	244	344	299	201^	98^	180^	120^
SAT					B	3.7	13	328	1481	66^	364	277	55^	247	110^	43^	67^	78^	32v	760	474	286	354	406	271	134^	241	165
205					C	3.9	14	344	1477	83^	305	236	68^	227	157	77^	80^	99	58^	788	458	331	340	448	265	182	246	202
MIGHTY MOUSE					A	3.9	13	346	1354	83^	270	193	49^	232	102^	58^	44v	69^	33v	750	325	425	319	432	188	244	260	172^
SAT					B	3.8	13	332	1408	83^	298	224	69^	231	138	69^	69^	92^	46^	741	342	399	360	381	171	210	229	152
200					C	4.3	15	378	1510	92	337	265	60^	240	134	73	61^	90	44^	800	435	364	391	409	227	182	247	162
MUPPET BABIES I					A	3.4	16	301	1476	55^	203^	116^	83^	296	97^	38v	59^	57^	40v	881	431	450	361	520	270	250	303	217
SAT					B	3.8	17	332	1396	52^	229	149	43^	218	82^	23v	59^	48^	34v	866	409	417	344	551	290	261	334	217
206					C	3.7	18	324	1389	51^	256	185	31^	181	97	56^	40^	70^	27^	856	460	496	305	552	308	243	310	211
MUPPET BABIES II					A	4.4	17	390	1561	76^	303	222	54^	274	90^	36v	55^	57^	34v	894	457	437	343	551	290	261	334	217
SAT					B	4.6	18	403	1443	77^	294	219	41^	224	85^	22v	63^	53^	32^	840	409	430	352	488	234	254	308	180
208					C	4.6	19	411	1452	55^	258	195	37^	175	104	56^	49^	74	30^	915	485	430	356	559	302	257	338	222
MUPPET BABIES III					A	4.9	18	434	1442	64^	268	208	57^	233	65^	32v	33v	39^	26v	876	441	435	343	533	282	251	337	196
SAT					B	5.1	19	456	1407	70^	283	229	44^	196	77^	30^	47^	55^	22v	851	440	412	358	493	254	239	325	168
206					C	5.0	19	447	1487	63	270	213	42^	183	110	59	51^	76	33^	925	500	425	379	546	298	248	331	214
MY PET MONSTER					A	3.5	14	310	1287	36v	275	170^	43v	177^	128^	59^	69^	105^	23v	707	323	385	314	393	188^	206	197^	196^
SAT					B	4.0	15	354	1368	43^	275	201	48^	156	125^	47^	78^	95^	30v	812	421	391	314	498	263	235	263	235
207					C	3.5	15	310	1463	70^	270	225	56^	192	161	79^	82^	111	50^	840	435	405	312	528	289	239	270	258
NEW ARCHIES					A	4.2	15	372	1611	197	454	330	157^	254	247	112^	135^	130^	117^	656	270	386	269	387	152^	235	222	165^
SAT					B	4.8	17	425	1497	164	389	289	123	219	248	103^	145	143	105^	641	292	349	259	382	170	212	209	173
182					C	4.5	15	401	1512	173	374	312	101	212	267	115	152	155	113	659	314	344	289	370	185	185	181	189
PEE WEE'S PLAYHOUSE					A	5.8	20	514	1372	66^	256	208	56^	225	89^	39^	50^	64^	25v	803	322	481	338	464	181	284	289	176
SAT					B	6.0	21	532	1364	75^	284	230	46^	213	104	36^	68^	71^	33^	763	339	424	355	408	166	242	277	130
209					C	6.2	21	547	1530	89	305	250	49	221	125	50	75	84	41^	879	450	429	401	477	238	240	294	183
POPEYE & SON					A	3.1	11	275	1363	74^	243	149^	53v	231	149^	82^	67^	122^	27v	740	328	412	240	500	224^	276	235	265
SAT					B	3.3	12	292	1405	67^	273	177	64^	205	170	90^	79^	129^	41^	756	359	398	301	456	221	235	219	237
171					C	4.0	14	353	1541	108	339	258	80	236	191	96	95	119	72^	777	436	341	348	428	248	181	228	201
REAL GHOSTBUSTERS I					A	4.3	15	381	1484	95^	354	253	96^	315	178	121^	57^	122^	56^	637	448	189	287	350	258	92^	205	145^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28 APR. 3, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E N S TOT. MAIL 12- 12- ? 17 17 11		
									TOT. WORK. PERS ING		W O M E N			M E N														
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18-	25-		TOTAL	18-	18-	18-	21-	21-	25-	25-	35-					
#STNS	CVG%	TYPE	T/C																									
WEEKEND DAYTIME SPORTS																												
ABC SCHLITZ PRO BOXING(S)					A	3.8	13	337	1687	166^	491	233	476	254	992	167^	326	606	948	562	664	439	541	515	284	96^	63^	108^
SUN 3.30P 90 ABC																												
185 91 SE																												
3.30 - 4.00					A	2.6	9	230	1728	165^	532	221^	515	248^	985	182^	350	591	931	537	622	409	494	462	309	111^	78^	100^
4.00 - 4.30					A	4.1	14	363	1707	160^	489	244	470	261	1002	154^	321	619	962	579	685	466	572	542	276	95^	64^	121^
4.30 - 5.00					A	4.6	15	408	1682	175	480	235	471	257	1009	174	323	617	966	574	683	442	552	531	283	89^	54^	104^
ABC WIDE WORLD-SPORTS SAT					A	5.1	14	452	1556	191	496	273	471	252	849	96^	246	475	798	424	513	379	468	414	285	68^	58^	142
SAT 4.35P 85 ABC					B	5.1	14	452	1529	170	545	276	530	263	765	83^	211	423	731	390	457	341	408	390	273	80^	54^	140
215 99 SA					C	6.4	16	563	1500	199	587	284	575	289	685	65	212	389	658	362	427	324	388	334	232	92	52	136
4.30 - 5.00					A	4.9	15	434	1546	196	480	253	459	249	833	109^	257	460	798	425	523	351	450	380	274	73^	55	160
5.00 - 5.30					A	5.2	15	461	1558	186	471	270	444	244	885	104^	260	507	820	442	537	403	498	440	283	65^	53^	137^
5.30 - 6.00					A	5.2	13	461	1551	192	531	289	503	261	819	76^	222	451	772	403	477	374	448	413	295	68^	66^	132^
AL MCGUIRE'S CHAMP. SPEC.(S)					A	1.2	4	106	1584	226^	559^	259^	533^	317^	720	120^	286^	429^	674	382^	461^	309^	387^	335^	213^	210^	98^	95^
SUN 1.30P 60 NBC																												
180 89 SC																												
1.30 - 2.00					A	1.3	5	115	1597	181^	532^	204^	501^	252^	729	122^	266^	407^	683	361^	417^	286^	342^	356^	266^	224^	120^	113^
2.00 2.30					A	1.2	4	106	1438	256^	541^	296^	524^	360^	651	109^	284^	417^	608	374^	470^	308^	405^	284^	138^	178^	66^	67^
BASEBALL '88 PREVIEW(S)					A	2.9	10	257	1328	122^	407	182^	383	163^	693	127^	372	500	655	462	491	373	402	199^	165^	112^	110^	116^
SAT 3.30P 60 NBC																												
185 94 SC																												
3.30 - 4.00					A	2.7	9	239	1367	147^	443	180^	420	180^	709	133^	367	510	669	470	499	377	406	220^	170^	99^	98^	116^
4.00 - 4.30					A	3.0	10	266	1337	103^	388	189^	362	154^	703	126^	389	507	664	469	499	382	411	186^	166^	127^	125^	119^
CBS NCAA BSKBL CHAMP-SA-I					A	12.2	28	1081	1580	200	490	257	471	228	866	107	314	528	825	487	555	422	489	396	270	94	64	129
SAT 5.30P 135 CBS					B	10.2	27	905	1517	196	470	249	458	237	842	117	317	514	799	470	529	397	455	368	270	94	64	111
211 99 SE					C	9.2	26	815	1474	176	440	231	426	213	823	119	315	507	775	458	517	388	446	356	258	98	67	112
KANSAS VS DUKE					A	9.7	26	859	1521	176	486	234	471	221	798	99	303	504	760	465	532	405	472	356	228	91	60^	146
5.30 - 6.00					A	11.8	28	1045	1529	190	449	239	436	212	865	97	314	524	829	488	555	427	494	389	274	93	65	123
6.00 - 6.30					A	12.2	28	1081	1599	207	487	260	468	229	889	115	331	538	848	497	562	423	489	390	285	100	61	123
6.30 - 7.00					A	14.9	31	1320	1614	211	506	270	485	236	887	111	308	534	842	489	561	423	495	428	281	91	66	130
7.00 - 7.30					A	12.8	26	1134	1619	213	531	284	505	244	864	110	306	534	820	491	551	424	485	402	269	97	69	126
7.30 - 8.00																												
CBS SPORTS SATURDAY					A	4.0	13	354	1567	193	704	365	674	341	545	35^	183	325	528	307	348	290	331	255	179	123^	28^	195
SAT 4.00P 60 CBS					B	4.8	16	424	1460	235	665	368	635	328	476	65^	177	283	454	261	282	219	239	193	172	114	35^	205
203 97 SA					C	4.4	13	387	1472	207	608	339	575	298	576	77^	213	350	550	324	356	273	305	252	195	105	46^	183
SKATING CHAMPIONSHIP EXHIBITION					A	3.4	11	301	1610	186^	709	360	690	372	543	34^	186^	322	517	296	339	288	331	249	178^	126^	7^	232
4.00 - 4.30					A	4.6	14	408	1536	197	700	369	661	319	547	36^	180	327	535	315	355	291	330	259	180	121^	44^	168
4.30 - 5.00																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

MAR. 28-APR. 3, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN'S			TOTAL
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG.	SH	AVG.		TOT. WORK.		W O M E N				M E N									TOT.	MALE	101						
											PERS	ING	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	35+	12-	12-				2					
#STNS	CVG%	TYPE					%	%	0,000	(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11					
WEEKEND DAYTIME SPORTS CONT'D																																		
CHALLENGE OF CHAMP TENNIS(S)										A	1.3	5	115	1484	250^	522^	230^	520^	214^	745	116v	208^	342^	700	296^	427^	225^	356^	366^	273^	139v	65v	77v	
SUN 1.30P 120 ABC SE																																		
1.30 - 2.00										A	1.0	4	89	1326	199^	525^	219^	525^	209^	602^	44v	93v	243^	571^	212^	338^	199^	325^	393^	233^	160v	90v	38v	
2.00 - 2.30										A	1.3	5	115	1469	221^	507^	200^	504^	161^	665	86v	146^	253^	647	236^	355^	167^	286^	329^	292^	126v	57v	172^	
2.30 - 3.00										A	1.4	5	124	1645	314^	570	270^	570	257^	862	149^	286^	417^	792	346^	517	267^	438^	419^	275^	167^	68v	46v	
3.00 - 3.30										A	1.4	5	124	1554	267^	524	242^	516	238^	859	172^	284^	443^	800	384^	499^	272^	386^	355^	301^	117v	57v	54v	
DINAH SHORE GOLF-SAT(S)										A	3.0	9	266	1461	133^	612	168^	587	136^	677	63^	146^	290	666	279	316	227^	264	302	350	55v	42v	117^	
SAT 4.30P 90 NBC SE																																		
4.30 - 5.00										A	3.0	9	266	1456	143^	546	181^	513	131^	695	63^	192^	327	681	313	348	265	300	262	333	84^	71^	130^	
5.00 - 5.30										A	2.9	9	257	1510	127^	626	179^	609	148^	701	64^	128^	282	686	266	311	217^	262	328	375	45v	35v	137^	
5.30 - 6.00										A	3.1	8	275	1420	130^	661	144^	639	128^	637	62^	118^	263	633	259	288	201^	230^	317	345	36v	20v	87^	
DINAH SHORE GOLF-SUN(S)										A	3.1	10	275	1609	223^	625	265	616	245	842	54v	174^	337	831	326	401	283	359	396	430	89^	50v	53v	
SUN 4.00P 112 NBC SE																																		
4.00 - 4.30										A	2.7	9	239	1570	189^	610	237^	610	269	781	57v	181^	322	761	301	379	264^	342	338	382	98v	36v	81^	
4.30 - 5.00										A	3.0	10	266	1643	208^	636	264	623	234^	868	73^	209^	362	851	345	420	289	364	384	432	94^	59v	45v	
5.00 - 5.30										A	3.3	11	292	1600	265	622	273	612	232	861	37v	146^	338	860	337	411	301	375	439	449	77^	49v	40v	
5.30 - 6.00										A	3.6	12	319	1579	216	615	277	605	245	832	50v	155^	316	823	308	382	266	340	406	441	86^	51v	47v	
NBA ON CBS										A	4.9	18	434	1473	182	421	216	393	181	827	180	393	574	779	526	587	395	456	319	192	138^	117^	86^	
SUN 1.30P 155 CBS 1										B	4.9	18	434	1473	182	421	216	393	181	827	180	393	574	779	526	587	395	456	319	192	138^	117^	86^	
206 98 SE 8										C	5.8	16	517	1458	179	419	253	393	229	788	113	368	541	744	497	565	428	496	317	179	128	97	123	
CHICAGO VS DETROIT																																		
1.30 - 2.00										A	3.7	14	328	1446	199	474	184^	453	157^	753	141^	358	513	709	468	529	372	433	283	180^	124^	101^	94^	
2.00 - 2.30										A	4.6	17	408	1468	187	429	223	404	196	815	191	414	591	754	531	585	400	455	296	168	143^	114^	81^	
2.30 - 3.00										A	5.0	18	443	1490	195	425	226	403	202	837	175	409	607	788	558	617	432	491	326	171	134^	112^	94^	
3.00 - 3.30										A	5.3	19	470	1471	174	405	211	380	180	839	184	404	569	785	514	588	385	458	322	197	141	126^	87^	
3.30 - 4.00										A	5.6	19	496	1517	169	404	229	360	176	885	196	392	598	849	562	621	401	461	357	228	146	128^	81^	
4.00 - 4.30										A	5.4	19	478	1593	180	442	245	398	180	910	214	385	582	866	537	599	367	429	366	267	156	132^	85^	
NCAA SPECIAL(S)										A	5.6	17	496	1542	173	560	276	538	259	732	123^	322	502	689	459	491	379	411	297	198	91^	43^	159	
SAT 5.00P 30 CBS																																		
207 99 SA																																		
50 YEARS AT FINAL FOUR																																		
NCAA WOMEN'S BSKBL CHAMP.(S)										A	4.3	14	381	1483	204	485	228	442	180	838	151^	300	487	817	467	520	337	390	343	297	114^	71^	47^	
SUN 4.05P 119 CBS																																		
208 99 SE																																		
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
									TOT. WORK. PERS		W O M E N				M E N										T E E N S		CHP			
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0.000	ING WOM.	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	TOT.	MALE	12-	12-	2-							
#STNS	CVG%	TYPE	T/C						(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS CONT'D																														
NCAA WOMEN'S BSKBL CHAMP-CONT'D																														
	4.00 - 4.30				A	4.2	14	372	1551	203	475	230	440	183	878	190	338	538	857	516	581	348	413	353	276	130^	87^	68^		
	4.30 - 5.00				A	3.9	13	346	1507	223	497	223	437	167^	869	161^	286	500	866	496	552	339	394	378	314	87^	49^	54^		
	5.00 - 5.30				A	4.3	14	381	1455	207	469	225	422	180	835	139^	303	489	814	468	526	350	407	344	289	101^	59^	49^		
	5.30 - 6.00				A	4.6	15	408	1454	190	492	235	458	189	803	128^	287	452	771	420	459	324	363	315	312	134^	84^	25^		
	6.00 - 6.30				A	5.1	15	452	1539	207	581	250	547	198	795	135^	282	441	768	414	471	306	363	320	297	131^	96^	32^		
PRO BOWLERS TOUR																														
SAT	3.00P	95	ABC	2	A	4.6	15	408	1533	201	604	268	587	249	664	29^	132^	317	655	308	378	288	358	318	277	77^	64^	189		
	201	95	SE	12	B	4.5	14	395	1513	184	621	272	605	266	660	55^	167	330	633	302	350	274	322	302	282	61^	50^	171		
					C	4.5	12	396	1482	164	644	246	633	251	643	36^	139	301	626	283	343	265	324	313	283	59^	36^	136		
	3.00 - 3.30				A	3.6	12	319	1573	175^	597	268	576	220	641	34^	144^	328	630	317	368	294	345	294	262	88^	73^	247		
	3.30 - 4.00				A	4.7	15	416	1544	223	624	301	605	276	630	19^	124^	305	621	296	365	286	354	305	256	89^	78^	201		
	4.00 - 4.30				A	5.5	17	487	1483	195	586	240	574	241	690	31^	125^	311	682	303	383	280	360	335	299	61^	46^	145		
	4.30 - 5.00				A	5.2	15	461	1461	196	561	229	548	245	697	46^	151	338	691	331	417	292	378	350	273	64^	51^	139		
PRO SKIING CHAMPIONSHIPS(S)																														
SAT	2.30P	30	ABC		A	1.6	6	142	1503	238^	579	351^	550	256^	514	76^	208^	310^	486	282^	333^	234^	284^	208^	154^	173^	135^	237^		
	158	83	SE																											
SPORTSWORLD																														
SUN	2.30P	90	NBC	1	A	2.2	8	195	1486	207^	548	295^	540	311^	684	130^	314^	455	642	413	519	325^	430	308^	124^	160^	82^	94^		
	191	95	SA	6	B	2.2	8	195	1486	207^	548	295^	540	311^	684	130^	314^	455	642	413	519	325^	430	308^	124^	160^	82^	94^		
					C	3.7	9	324	1452	215	514	268	498	258	718	71^	238	440	693	416	488	369	442	354	205	99^	53^	121		
	2.30 - 3.00				A	1.8	6	159	1479	178^	463	274^	452	277^	787	211^	417	562	717	492	582	351^	440	316^	136^	174^	85^	55^		
	3.00 - 3.30				A	2.4	9	213	1480	211^	559	290^	553	299	702	114^	328	482	667	447	555	368	476	305	112^	140^	69^	79^		
	3.30 - 4.00				A	2.4	8	213	1497	226^	600	315	594	348	590	86^	223^	348	562	319	435	262^	378	304	126^	169^	93^	137^		
WRLD CHP TENNIS FNL-BUICK(S)																														
SAT	1.00P	180	CBS		A	2.1	7	186	1475	154^	436	244^	415	237^	663	139^	254^	392	594	323^	354	253^	284^	253^	240^	165^	45^	210^		
	197	94	SE																											
	1.00 - 1.30				A	2.2	8	195	1431	145^	438	256^	386	183^	556	73^	168^	319^	533	296^	307^	246^	257^	231^	226^	72^	46^	365		
	1.30 - 2.00				A	1.9	7	168	1558	181^	441	230^	417	197^	657	70^	198^	333^	656	332^	373^	264^	304^	313^	283^	175^	79^	286^		
	2.00 - 2.30				A	1.9	7	168	1426	118^	374^	199^	374^	204^	643	130^	221^	372^	612	340^	388	241^	290^	283^	223^	191^	65^	217^		
	2.30 - 3.00				A	2.0	7	177	1505	175^	411	250^	389	259^	734	225^	315^	468	639	373	414	243^	284^	267^	225^	219^	53^	141^		
	3.00 - 3.30				A	2.3	8	204	1455	150^	457	281^	436	293^	696	185^	312	432	569	306^	332	247^	274^	228^	237^	184^	20^	119^		
	3.30 - 4.00				A	2.4	8	213	1420	149^	465	229^	456	263^	662	139^	283^	402	548	288^	309	264^	284^	201^	240^	153^	15^	139^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TOT. TOT.
									TOT. WORK- PERS ING WOM.		W O M E N								M E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+	17		
WEEKEND DAYTIME OTHER																												
BUSINESS WORLD					A	0.8	3	71	1163	50v	373^	88v	164v	373^	164v	169v	193v	203v	653^	201v	383^	648^	377^	320^	381^	357^	209v	81v
SUN	12.30P	30	ABC	2	B	0.9	3	80	1259	147^	519^	120v	223^	499^	179^	202^	273^	273^	617	190^	351^	595	329^	270^	342^	371^	195^	52v
	74	56	N	22	C	1.3	4	112	1305	175^	581	116^	253	575	227^	250	283	305	624	152^	318	617	311	289	356	332	240	30v
CBS EASTER PARADE(S)					A	2.5	10	222	1582	277^	776	143^	286^	768	246^	296	359	439	450	186^	277^	446	273^	248^	257^	134^	165^	62v
SUN	12.00N	60	CBS																									
	122	74	AC																									
	12.00 - 12.30				A	2.4	9	213	1609	284^	794	170^	338	780	283^	318	360	421	440	176^	281^	436	277^	254^	257^	144^	156^	71v
	12.30 - 1.00				A	2.6	10	230	1557	270^	759	119^	239^	756	211^	277	357	455	459	196^	272^	456	270^	242^	256^	125^	172^	54v
DISNEY WRLD EASTER PARADE(S)					A	3.4	14	301	1597	301	658	174^	353	628	312	345	327	272	447	116^	232	444	229	210^	236	244	188^	142^
SUN	10.00A	90	ABC																									
	88	68	AC																									
	10.00 - 10.30				A	2.4	11	213	1514	243^	616	172^	316	584	280^	306	260^	274^	420	121^	226^	418	224^	202^	213^	215^	183^	155^
	10.30 - 11.00				A	3.4	14	301	1580	304	664	168^	347	624	298	332	342	283	439	105^	210^	439	210^	190^	224	251	195^	127^
	11.00 - 11.30				A	4.5	17	399	1619	323	660	177	369	640	333	367	345	257	458	120^	248	451	241	224	253	248	182	144^
FACE THE NATION					A	2.0	8	177	1322	231^	690	107^	199^	690	165^	201^	331^	454	576	184^	259^	563	246^	236^	296^	235^	258^	7v
SUN	10.30A	30	CBS	2	B	2.2	8	195	1359	217^	739	119^	205^	713	142^	195^	303	482	516	123^	211^	509	204^	173^	221^	230^	257	35v
HILARI SHOW																												
SAT	12.30P	30	ABC	2	A	1.9	7	168	1213	223^	593	197^	331^	575	211^	282^	265^	190^	315^	56v	153^	314^	152^	141^	167^	154^	136^	98^
	157	80	N	17	B	1.8	6	159	1275	249^	600	209^	351	588	251^	330	298	170^	311	68v	164^	304	157^	145^	167^	156^	125^	116^
					C	1.9	6	165	1404	220	585	208	338	559	254	316	279	185	411	171	274	395	258	220	256	179	101^	130^
MEET THE PRESS					A	2.2	9	195	1333	178^	749	58v	238^	749	216^	279^	378	448	464	37v	112^	464	112^	104^	162^	260^	294^	16v
SUN	10.30A	30	NBC	2	B	2.1	8	186	1330	172^	719	78^	217^	717	199^	251	345	450	511	62^	137^	506	132^	111^	187^	255	297	14v
	153	91	CC	28	C	2.0	8	180	1309	199	668	139^	234	657	197	241	263	390	524	142	239	507	222	201	251	234	236	38^
MUTUAL OF OMAHA SPECIAL(S)					A	3.5	11	310	1821	236	609	193^	304	581	231	291	256	246	921	357	595	904	578	450	514	404	262	75^
SUN	5.00P	60	ABC																									
	179	84	DO																									
	5.00 - 5.30				A	3.3	11	292	1863	239	594	205^	304	571	233	294	245	229	994	401	656	972	634	472	529	433	281	70^
	5.30 - 6.00				A	3.6	11	319	1832	240	641	186^	313	606	236	296	272	268	880	327	556	867	543	443	515	389	252	82^
SUNDAY MORNING					A	3.1	16	275	1287	236	718	91^	254	717	230^	246	364	448	505	90^	235	502	232	225^	296	271	200^	8v
SUN	9.00A	90	CBS	2	B	3.3	15	292	1314	222	696	81^	240	692	221	253	356	425	535	100^	259	527	252	228	288	309	214	9v
	178	95	N	28	C	4.1	16	360	1324	216	660	109	236	655	213	263	312	374	573	116	268	568	263	241	290	301	255	20^
	9.00 - 9.30				A	2.6	15	230	1271	221^	745	91^	261^	742	244^	251^	390	478	461	68v	182^	461	182^	163^	249^	247^	193^	<<
	9.30 - 10.00				A	3.2	16	294	1275	240	727	80^	247	727	223^	240	379	463	476	78^	209^	476	209^	206^	265	251	208^	6v
	10.00 - 10.30				A	3.4	15	301	1349	251	709	105^	262	709	232	255	341	425	580	121^	306	572	298	298	369	317	203^	14v
SUNDAY TODAY					A	1.8	12	159	1075	121^	442	29v	129^	441	129^	167^	265^	274^	575	149^	310^	575	310^	252^	323^	336^	194^	<<
SUN	8.00A	90	NBC	2	B	2.0	11	173	1165	178^	534	81^	194^	534	186^	232^	294	294	549	142^	295	546	293	253^	311	304	196^	24v
	120	88	N	29	C	1.8	10	157	1240	205	580	140^	244	568	211	260	264	286	528	159^	282	520	274	238	295	265	190	35v
CONT'D																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

64 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 28-APR. 3, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17
DAY	TIME	DUR #STMS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+) 18+		W O M E N										M E N													
											18-	18-	25-	25-	35-	18-	18-	21-	25-	25-	35-													
WEEKEND DAYTIME OTHER CONT'D																																		
SUNDAY TODAY-CONT'D																																		
	8.00 -	8.30				A	1.4	12	124	999	138^	387^	36v	111v	384^	108v	133v	236^	251^	590	186^	383^	590	383^	296^	344^	341^	160^	<<					
	8.30 -	9.00				A	1.7	12	151	1087	118^	427	27v	125^	427	125^	163^	259^	264^	600	163^	337^	600	337^	282^	361^	356^	184^	<<					
	9.00 -	9.30				A	2.2	12	195	1163	118^	509	28v	150^	509	150^	200^	301^	310^	573	123^	257^	573	257^	212^	295^	332	233^	<<					
THIS WEEK-DAVID BRINKLEY																																		
SUN	11.30A	60	ABC		2	A	3.4	13	301	1389	223	685	96^	217	664	187^	227	270	428	599	124^	264	588	253	224	281	291	278	21v					
						B	3.1	11	275	1398	174	678	88^	210	657	178	215	284	432	597	143^	273	569	245	219	286	275	257	42^					
		143	86	N	22	C	3.3	10	296	1341	147	664	76^	174	656	150	181	278	459	582	118	264	571	253	229	276	254	271	36^					
	11.30 -	12.00				A	3.4	13	301	1430	254	713	121^	251	685	212	258	281	416	587	147^	279	573	265	222	265	255	266	15v					
	12.00 -	12.30				A	3.4	13	301	1347	191^	658	71^	182^	644	161^	196^	258	441	611	100^	249	603	241	226	298	327	290	26v					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.0	59.9	60.9	62.3	63.8	65.3	65.0	66.0	66.4	66.4	64.6	63.7	61.6	59.8	57.9	55.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER				ABC MONDAY NIGHT MOVIE ADDICTED TO HIS LOVE (PAE)							
11,960				16,040							
13.5	12.9 *			14.2 *	18.1	16.8 *		17.8 *		18.8 *	18.8 *
21	20 *			22 *	29	25 *		28 *		31 *	33 *
12.6	13.2	14.0	14.4	16.5	17.1	17.7	17.9	18.7	19.0	19.4	18.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE		DESIGNING WOMEN		NEWHART (R)		EISENHOWER & LITZ (PAE)		WISEGUY			
12,050		13,020		13,380		10,900		8,950			
13.6		14.7		15.1		12.3		10.1	10.2 *		9.9 *
21		22		23		19		17	17 *		17 *
13.3	14.0	14.4	15.0	15.0	15.2	12.4	12.1	10.5	10.0	9.7	10.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF		MY TWO DADS SPEC		NBC MONDAY NIGHT MOVIES GORE VIDAL'S LINCOLN, PART 2							
17,280		14,800		13,200							
19.5		16.7		14.9	15.1 *		14.9 *		15.0 *		14.8 *
30		25		24	23 *		23 *		25 *		26 *
18.9	20.0	16.7	16.7	15.5	14.7	14.8	14.9	15.1	14.8	15.1	14.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.7	14.3	11.3	12.2	13.8	14.0	12.3	9.6
27	23	17	19	21	22	20	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.4	2.7	3.4	4.6	4.8	4.4	3.0
7	6	4	5	7	7	7	5

P85

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.5	3.4	4.0	3.0	2.9	2.5	1.7
3	4	5	6	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.6	6.1	6.5	7.4	6.5	6.1	5.2
10	11	9	10	11	10	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.7	2.0	2.2	2.6	3.2	2.7	2.6
2	3	3	3	4	5	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.0	58.6	60.1	61.4	61.8	64.2	65.1	64.9	62.7	62.8	62.7	62.4	58.6	56.6	54.4	52.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

WHO'S THE BOSS? (PAE)	WONDER YEARS	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
19,490	17,010	13,730	11,700
22.0	19.2	15.5	15.7 *
35	30	25	25 *
20.6	23.4	15.6	15.8
		15.0	13.9
		15.7	13.0
			13.1
			13.0

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

TRIAL & ERROR	MY SISTER SAM	COMING OF AGE	FRANK'S PLACE (R)(PAE)	CAGNEY & LACEY
4,700	7,000	8,950	8,060	10,540
5.3	7.9	10.1	9.1	11.9
8	12	16	15	21
5.5	5.1	9.7	9.0	11.6
		10.6	9.1	12.1
				12.2
				12.0

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MATLOCK	IN THE HEAT OF THE NIGHT	CRIME STORY
16,830	15,420	11,430
19.0	17.8 *	17.4 *
30	28 *	28 *
16.9	18.8	17.3
	20.1	17.6
	20.3	17.3
	17.3	13.6
		12.9
		12.7
		12.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.5	14.5	10.5	11.0	11.9	12.0	11.5	9.8
27	24	17	17	19	19	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.3	2.4	2.5	2.8	3.0	2.5	2.1
7	5	4	4	4	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.5	3.4	3.4	3.8	3.6	2.6	2.1
3	4	5	5	6	6	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.3	6.5	6.4	6.8	6.6	6.7	5.9
10	10	10	10	11	11	12	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.2	2.4	2.5	2.9	3.0	2.9	2.3
3	4	4	4	5	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.3	56.4	57.6	59.1	59.7	61.5	63.5	64.3	62.5	62.3	62.8	61.7	57.5	56.2	54.8	52.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GROWING PAINS →				← DYNASTY (PAE) →				← HEARTBEAT →			
16,040				14,260				12,400			
18.1	17.5 *			18.8 *	16.1	15.9 *		16.3 *	14.0	14.3 *	13.7 *
29	29 *			29 *	26	25 *		26 *	25	25 *	25 *
16.7	18.3	18.5		19.1	16.1	15.6	16.1	16.4	14.4	14.1	13.8
											13.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SMOTHERS BROS COMEDY HOUR →				← JAKE AND THE FATMAN (PAE) →				← EQUALIZER →			
10,010				11,250				12,400			
11.3	11.1 *			11.5 *	12.7	12.5 *		12.9 *	14.0	13.8 *	14.1 *
18	18 *			18 *	20	20 *		21 *	25	24 *	26 *
11.4	10.7	11.5		11.6	12.3	12.8	13.0	12.8	13.6	14.0	14.4
											13.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← AARON'S WAY →				← HIGHWAY TO HEAVEN →				← BRONX ZOO →			
12,850				12,230				9,570			
14.5	13.9 *			15.1 *	13.8	14.0 *		13.5 *	10.8	10.4 *	11.2 *
23	23 *			24 *	22	22 *		22 *	20	18 *	21 *
13.5	14.4	15.0		15.3	13.9	14.2	13.8	13.3	10.3	10.5	11.2
											11.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7	12.6	11.2	11.4	12.7	13.0	11.5	9.9
25	22	18	18	20	21	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.5	3.6	4.1	4.6	4.6	3.4	2.9
7	6	6	6	7	7	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.1	2.8	2.6	2.0	1.8	1.7	1.3
3	4	5	4	3	3	3	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6	6.2	6.1	6.8	7.3	7.0	7.2	6.6
10	11	10	11	12	11	13	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.8	2.3	2.4	3.4	3.6	3.7	2.4
3	3	4	4	5	6	7	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.3	55.0	55.6	57.2	58.5	60.3	59.6	59.8	59.8	60.5	59.6	59.3	57.9	57.5	55.6	53.9

PROBE HOTEL (R) (PAE) BUCK JAMES

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

8,420						7,000						6,730				
9.5	9.1 *			9.8	* 7.9	7.3 *			8.4	* 7.6	7.5 *			7.7 *		
16	15 *			16	* 13	12 *			14	* 14	13 *			14 *		
9.2	9.1	9.8	9.8	7.2	7.4	8.2	8.6	7.4	7.6	7.6	7.6	7.7				

48 HOURS MORE THAN A GAME SIMON & SIMON (PAE) KNOTS LANDING

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

6,110						10,720						14,620				
6.9	7.0 *			6.8	* 12.1	10.6 *			13.6	* 16.5	16.4 *			16.6 *		
12	12 *			11	* 20	18 *			23	* 29	28 *			30 *		
7.4	6.6	6.8	6.9	10.1	11.1	13.1	14.1	16.1	16.7	16.6	16.5					

BILL COSBY SHOW (R) A DIFFERENT WORLD (R) CHEERS DAYS & NIGHTS MOLLY DODD L.A. LAW (R)

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

22,240				21,440		20,560			14,530		14,710					
25.1				24.2		23.2			16.4		16.6			16.7 *		16.5 *
42				41		39			28		30			29 *		30 *
23.4	26.7	24.1	24.2	23.3	23.2	17.0	15.9	16.7	16.6	16.6	16.3					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.7	13.2	10.6	10.7	10.9	11.9	10.7	8.8
25	23	18	19	18	20	19	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6	3.5	2.6	3.0	3.3	3.5	3.3	2.6
7	6	4	5	5	6	6	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.0	3.3	3.4	3.2	3.2	1.8	1.4
3	4	6	6	5	5	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.8	5.8	6.0	7.1	7.2	7.5	6.8	6.3
11	10	10	12	12	13	12	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.2	2.5	2.6	2.9	3.8	4.3	3.7
4	4	4	4	5	6	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.6	50.0	51.0	52.4	53.1	54.4	55.1	56.1	57.3	58.0	57.5	56.9	55.0	54.7	54.0	52.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		FAMILY MAN (PAE)		20/20	
10,990		10,720		9,570		8,590		10,100	
12.4		12.1		10.8		9.7		11.4	10.9 *
23		22		19		17		21	20 *
11.8	13.0	12.0	12.3	11.0	10.6	9.5	9.8	10.8	11.1 12.1 11.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEAUTY & THE BEAST		DALLAS (PAE)		FALCON CREST	
10,450		14,350		12,140	
11.8	11.4 *	12.3 * 16.2	15.5 *	17.0 * 13.7	13.8 *
22	21 *	22 * 28	27 *	30 * 25	25 *
11.3	11.4 11.9	12.7 15.1	15.8 17.1	16.8 13.8	13.8 13.7 13.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAYMAN		NIGHT COURT		BEVERLY HILL'S BUNTZ		MIAMI VICE	
9,040		11,610		10,190		12,670	
10.2	9.8 *	10.5 * 13.1	11.5	11.5	14.3	14.2 *	14.4 *
19	18 *	19 * 23	20	26	26 *	26 *	27 *
9.5	10.1 10.4	10.6 12.5	13.7	11.5 11.4	13.8	14.5 14.5	14.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	12.1	11.3	12.1	11.4	12.3	10.5	7.9
27	23	21	22	20	22	19	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6	2.9	2.7	3.3	3.0	3.4	3.1	1.5
7	6	5	6	5	6	6	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.1	2.8	2.6	1.4	1.5	1.1	1.0
4	4	5	5	2	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.5	6.1	6.7	6.7	6.3	6.9	5.8	5.1
11	12	12	12	11	12	11	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	3.5	3.5	4.2	3.4	3.6	4.0
4	5	7	6	7	6	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	46.9	48.4	48.4	49.0	52.8	54.8	55.7	56.3	56.7	57.1	55.7	55.8	52.7	51.3	50.1	49.4	46.2	42.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← DOLLY (R) → ← DHARA (R)(PAE) → ← SPENSER; FOR HIRE (R) →

7,620						7,800						8,590						
8.6	8.1	*				9.1	*	8.8	8.1	*		9.4	*	9.7	9.6	*	9.7	*
16	15	*				16	*	16	14	*		17	*	19	18	*	19	*
8.0	8.2	9.0				9.2		8.0	8.2	9.3		9.5		9.5	9.8	9.8	9.7	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHAMP>
SA-1
KANSAS VS DUKE
(5:30-7:45)

CBS NCAA BSKBL CHMP-SP-SA
ARIZONA VS OKLAHOMA
(7:57-10:04)(PAE)

← WEST 57TH
(10:04-11:04)(PAE) →

			11,780										8,680					
	14.9	*	13.3			12.6	*	12.7	*	13.5	*	14.5	*	9.8	9.7	*	9.9	*
	31	*	24			25	*	23	*	24	*	26	*	19	19	*	20	*
14.5	15.2	12.8	11.5	12.3	12.9	13.5	11.9	13.1	14.0	14.5	14.5	9.8	9.5	9.8	10.0	10.3		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← FACTS OF LIFE (R) →

← 227 (R) →

← GOLDEN GIRLS (R) →

← AMEN (R) →

← HUNTER (R) →

12,400		14,180		17,990		14,880		12,490										
14.0		16.0		20.3		16.8		14.1		14.1	*		14.1	*		14.1	*	
26		29		36		30		28		27	*		28	*		28	*	
13.0	15.0	15.4	16.7	19.7	20.9	16.9	16.6	14.2	14.1	14.1	14.1	14.1	14.1	14.1	14.1	14.1	14.1	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.5		12.7		10.4		9.9		9.2		9.6		10.6		8.9		8.2	
24		26		19		18		16		17		20		18		18	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		3.8		3.2		2.9		2.7		2.4		3.0		2.5		2.7	
8		8		6		5		5		4		6		5		6	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.7		2.6		2.6		2.1		2.2		1.6		1.4		1.0	
5		6		5		5		4		4		3		3		2	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.9		6.0		5.9		5.6		5.9		6.1		5.3		4.1	
11		12		11		11		10		11		12		11		9	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.9		4.7		5.1		4.8		3.8		4.1		4.4		5.1	
5		6		9		9		8		7		8		9		11	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	37.7	34.5	31.1	28.1	25.4	23.9	21.3	19.6	17.8	16.8	14.7	13.5	12.3	11.2				

ABC TV

(1)

AVERAGE AUDIENCE	{	2,040
(Hhids (000) & %)	%	2.3
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	2.3

CBS TV

AVERAGE AUDIENCE	{	
(Hhids (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT → (PAE)

AVERAGE AUDIENCE	{	6,730																
(Hhids (000) & %)	%	7.6	8.5	*		7.3	*											
SHARE AUDIENCE	%	24	24	*		25	*											
AVG. AUD. BY 1/4 HR	%	8.9	8.1	7.8		6.9	6.3											

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.9	5.9	5.2	4.5	4.2	3.5	3.0
SHARE AUDIENCE %	22	20	21	22	24	25	25

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	1.6	1.4	1.2	1.0	0.9	0.7
SHARE AUDIENCE %	7	5	6	6	6	6	6

FBS

AVERAGE AUDIENCE	0.8	0.7	0.4	0.4	0.3	0.2	0.2
SHARE AUDIENCE %	2	2	2	2	2	1	2

CABLE ORIG.

AVERAGE AUDIENCE	4.4	3.7	3.0	2.2	1.9	1.7	1.3
SHARE AUDIENCE %	12	13	12	11	11	12	11

PAY SERVICES

AVERAGE AUDIENCE	5.1	4.1	4.1	4.0	3.8	2.9	2.9
SHARE AUDIENCE %	14	14	17	20	22	21	25

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.0	44.7	46.9	49.4	52.6	54.9	56.4	58.5	59.9	61.6	62.6	61.9	58.7	58.0	56.5	54.0	47.4	42.1

ABC TV

<div style="display: flex; justify-content: space-between; align-items: center;"> ← ABC SUNDAY NIGHT MOVIE SUPERMAN II (R)(PAE) → ← UNRULY DRAGON → </div>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{	11,430											8,240					
SHARE AUDIENCE	%	12.9	8.1 *		9.3 *		11.9 *		13.3 *		17.6 *		17.4 *	9.3	9.6 *		9.1 *	
AVG. AUD. BY 1/4 HR	%	24	19 *		19 *		22 *		23 *		29 *		28 *	16	16 *		16 *	
	%	7.5	8.7	8.9	9.8	11.9	11.8	12.8	13.7	17.0	18.3	18.7	16.0	10.0	9.2	9.4	8.7	

CBS TV

<div style="display: flex; justify-content: space-between; align-items: center;"> ← 60 MINUTES → ← MURDER, SHE WROTE (R) → ← CBS SUNDAY MOVIE THE WOMAN HE LOVED (PAE) → ← CBS SUNDAY NEWS → </div>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{	13,470			12,940				12,850									2,480
SHARE AUDIENCE	%	15.2	14.3 *		16.2 *	14.6	14.2 *		15.1 *	14.5	13.9 *		14.4 *		15.1 *		14.5 *	2.8
AVG. AUD. BY 1/4 HR	%	33	33 *		34 *	26	26 *		26 *	25	23 *		23 *		26 *		26 *	6
	%	13.6	15.0	16.0	16.4	14.1	14.2	14.9	15.2	14.0	13.9	14.3	14.5	15.2	15.0	15.0	14.1	2.8

NBC TV

<div style="display: flex; justify-content: space-between; align-items: center;"> ← A WILLIAMS-NBC KIDS (R) → FAMILY TIES (R) DAY BY DAY ← NBC SUNDAY NIGHT MOVIE MARTO PUZO'S THE FORTUNATE PILGRIM, PART I → </div>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,720			8,150		8,590		11,610									
SHARE AUDIENCE	%	4.2	3.8 *		4.6 *	9.2	9.7		13.1	11.7 *		12.4 *		13.9 *		14.3 *		
AVG. AUD. BY 1/4 HR	%	9	9 *		10 *	17	17		22	19 *		20 *		24 *		26 *		
	%	3.7	3.9	4.3	5.0	8.4	10.0	9.3	10.2	11.3	12.0	12.2	12.6	13.9	13.9	14.2	14.3	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.0	11.4	9.8	10.6	11.6	11.3	11.5	9.5	6.4
SHARE AUDIENCE %	25	24	18	18	19	18	20	17	14

SUPERSTATIONS

AVERAGE AUDIENCE	3.5	3.4	3.0	2.9	3.6	3.5	3.0	2.3	1.9
SHARE AUDIENCE %	8	7	6	5	6	6	5	4	4

PBS

AVERAGE AUDIENCE	1.3	1.6	3.8	4.1	2.1	2.3	1.7	1.6	1.2
SHARE AUDIENCE %	3	3	7	7	3	4	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.6	5.0	4.9	5.8	5.9	6.5	6.4	4.7
SHARE AUDIENCE %	10	10	9	9	10	9	11	12	11

PAY SERVICES

AVERAGE AUDIENCE	3.0	3.4	4.1	4.6	4.8	5.7	6.4	5.6	5.4
SHARE AUDIENCE %	7	7	8	8	8	9	11	10	12

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.5	32.3	28.0	25.1	22.6	20.5	18.0	16.5	14.6	13.0	11.4	10.4	9.4	8.7				

ABC TV

(1)

AVERAGE AUDIENCE	{	2,040
(Hhlds (000) & %)		2.3
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.3

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,510
(Hhlds (000) & %)		1.7
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.7

INDEPENDENTS

(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.0	5.3	4.6	3.2	2.5	2.2	1.7
SHARE AUDIENCE %	18	20	21	18	18	20	19

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.6	1.5	1.1	0.9	0.9	0.7
SHARE AUDIENCE %	5	6	7	6	7	8	8

PBS

AVERAGE AUDIENCE	1.1	0.8	0.7	0.5	0.3	0.2	0.1
SHARE AUDIENCE %	3	3	3	3	2	2	1

CABLE ORIG.

AVERAGE AUDIENCE	4.4	3.1	2.7	2.3	1.8	1.4	1.0
SHARE AUDIENCE %	13	12	13	13	13	13	11

PAY SERVICES

AVERAGE AUDIENCE	5.0	4.2	3.5	3.3	2.8	2.4	2.5
SHARE AUDIENCE %	15	16	16	19	20	22	27

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)

(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.9	10.9	13.4	16.0	19.2	21.4	22.5	23.0	23.2	23.8	23.8	23.9	24.2	24.8	24.8	24.4	23.8	23.9

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (HHds (000) & %)	{	1,450		2,070	4,150	3,920
SHARE AUDIENCE	%	1.6		2.3	4.7	4.4
AVG. AUD. BY 1/4 HR	%	15		14	20	18
	%	1.6		2.3	4.7	4.4

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (HHds (000) & %)	{	1,170		1,930		2,020	2,160
SHARE AUDIENCE	%	1.3		2.2		2.3	2.4
AVG. AUD. BY 1/4 HR	%	11		10		10	10
	%	1.2	1.5	2.3	2.1	2.3	2.3

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (HHds (000) & %)	{	1,900		4,080	4,060
SHARE AUDIENCE	%	2.1		4.6	4.6
AVG. AUD. BY 1/4 HR	%	19		20	19
	%	1.7	2.5	4.6	4.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.9	3.6	6.3	7.6	7.6	7.4	6.0	5.6	5.9
SHARE AUDIENCE %	19	25	31	34	32	31	25	23	25

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.2	2.1	2.4	2.2	2.2	1.9	1.8	1.8
SHARE AUDIENCE %	7	8	10	10	9	9	8	7	7

PBS

AVERAGE AUDIENCE	0.1	0.2	0.5	0.9	1.3	1.4	1.5	1.6	1.3
SHARE AUDIENCE %	1	1	3	4	6	6	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.8	2.2	2.3	2.5	2.7	2.7	2.8	2.8
SHARE AUDIENCE %	15	13	11	10	11	11	11	11	12

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.8	0.9	0.9	0.9	1.0	1.1	1.0	1.0
SHARE AUDIENCE %	8	5	4	4	4	4	5	4	4

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.7	23.5	23.4	23.9	24.0	25.0	26.0	26.6	27.1	27.8	28.9	29.3	28.7	28.5	27.5	28.0	27.9	28.2

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920	2,450	2,270	3,490	6,430	6,310												
SHARE AUDIENCE %	%	3.3	2.8	2.6	3.9	7.3	7.0	*	7.5	* 7.1	7.1	*	7.2	*					
AVG. AUD. BY 1/4 HR	%	14	11	10	14	25	24	*	26	* 25	25	*	25	*					
		3.2	3.4	2.9	2.7	2.5	2.6	3.8	4.1	6.7	7.3	7.5	7.5	7.0	7.1	7.1	7.2		

CBS TV

CBS TV	NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT (PAE) 2	←YOUNG AND THE RESTLESS→	BOLD AND THE BEAUTIFUL	←AS THE WORLD TURNS→
AVERAGE AUDIENCE (Hhlds (000) & %)	2,760	4,520	5,950	7,270	4,890	5,790
SHARE AUDIENCE	3.1	5.1	6.7	8.2	7.9 *	6.5
AVG. AUD. BY 1/4 HR	3.0	3.2	4.8	5.4	6.4	6.5 *
			6.4	7.0	8.4	6.6
					5.5	6.6

NBC-TV

NBC - TV		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
AVERAGE AUDIENCE (Hhlds 000 & %)	{	3,310	4,710	4,200	3,100	3,760	5,790	4,130
SHARE AUDIENCE	%	3.7	5.3	4.7	3.5	4.2	6.4 *	4.6 *
AVG. AUD. BY 1/4 HR	%	16	22	19	13	16	22 *	17 *
	%	3.7	5.3	4.6	3.4	4.1	6.7	4.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.4	4.9	4.9	5.3	5.5	5.2	5.6	5.8	6.0
SHARE AUDIENCE %	23	21	20	20	20	18	20	21	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.6	1.7	1.9	1.9	1.6	1.7	1.7	1.8
SHARE AUDIENCE %	7	7	7	7	7	5	6	6	7

P45

AVERAGE AUDIENCE	1.1	0.7	0.6	0.8	0.7	0.9	0.8	0.6	0.6
SHARE AUDIENCE %	5	3	3	3	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.7	2.5	2.7	2.8	2.6	2.8	2.9	3.1	3.2
SHARE AUDIENCE %	11	11	11	11	10	10	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.0	0.9	0.9	0.9	0.9	0.8	0.9	0.9	0.9
SHARE AUDIENCE %	4	4	4	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	28.0	28.8	29.3	30.1	30.1	32.0	33.5	35.2	36.5	38.3	40.0	41.9	47.2	49.4	50.9	52.6

ABC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6,800
7.7 7.5 * 7.9 *
% 27 27 * 27 *
7.5 7.5 7.8 7.9

← GENERAL HOSPITAL → (PAE)

ABC WORLD
NEWS TONIGHT

9,160
10.3
20
10.1 10.6

CBS TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,550
6.3 6.2 * 6.4 *
% 22 22 * 22 *
6.0 6.2 6.4 6.3

← GUIDING LIGHT (PAE) → (PAE)

CBS EVENING
NEWS-RATHER

9,290
10.5
21
10.4 10.5

NBC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,150
4.7 4.6 * 4.7 *
% 16 16 * 16 *
4.6 4.6 4.7 4.7

← SANTA BARBARA →

NBC NIGHTLY
NEWS

7,990
9.0
18
8.8 9.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.4	7.2	8.0	8.9	10.2	11.6	13.7	15.1
SHARE AUDIENCE %	23	24	26	26	27	28	28	29

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.9	2.2	2.5	2.9	3.0	3.0	3.3
SHARE AUDIENCE %	7	7	7	7	8	7	6	6

PBS

AVERAGE AUDIENCE	0.6	0.6	0.9	1.1	1.1	1.1	1.3	1.4
SHARE AUDIENCE %	2	2	3	3	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	3.4	3.5	3.9	4.2	4.0	4.4	4.7	5.5
SHARE AUDIENCE %	12	12	12	12	11	11	10	11

PAY SERVICES

AVERAGE AUDIENCE	1.0	0.9	0.8	0.8	0.9	0.9	1.1	1.4
SHARE AUDIENCE %	3	3	2	2	2	2	2	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	9.6	11.2	13.0	14.5	16.9	19.0	20.5	22.1	24.7	26.3	26.6	27.1	28.3	29.1	28.9	29.0	28.1	27.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,860	2,660	3,100	3,100	3,810	4,430	4,080
2.1	3.0	3.5	3.5	4.3	5.0	4.6
12	14	14	13	15	17	16
1.9	2.2	2.7	3.2	3.3	3.7	4.5

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOLSE	POPEYE & SON
2,220	3,010	3,900	4,340	5,140	3,460	2,750
2.5	3.4	4.4	4.9	5.8	3.9	3.1
14	16	17	18	20	13	11
2.4	2.6	3.1	3.7	4.4	4.5	3.1

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,720	4,520	5,400	5,320	4,780	5,140	4,160
4.2	5.1	6.1	6.0	5.4	5.8	4.7
23	24	24	22	19	20	17
3.7	4.6	4.9	5.3	6.1	6.0	6.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9	3.6	4.4	4.7	4.9	5.9	6.3	6.5	6.8
28	26	24	22	19	22	22	22	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.2	1.4	2.0	1.5	1.6	1.5	1.8	1.9
10	9	8	9	6	6	5	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.3	0.5	0.7	1.1	1.1	0.8	1.0	1.2
1	2	3	3	4	4	3	3	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.2	3.0	3.3	4.1	4.1	4.4	4.4	4.3
19	16	17	15	16	15	15	15	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.3	1.6	1.8	2.1	2.6	3.0	3.4	3.6
12	9	9	8	8	10	10	12	13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.9	28.0	27.9	28.1	28.0	28.3	28.0	28.7	28.9	28.5	28.0	28.0	27.3	27.7	28.2	29.5	29.4	29.4

ABC TV

FLINISTONE KIDS ANIMAL CRACK-UPS HEALTH SHOW (1)

PRO SKIING
CHAMPION-
SHIPSPRO BOWLERS TOUR
(3:00-4:35)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,280		3,010		1,680		1,950					1,420		4,080			
SHARE AUDIENCE %	%	3.7		3.4		1.9		2.2					1.6		4.6		3.6 *	4.7 *
AVG. AUD. BY 1/4 HR	%	13		12		7		8					6		15		12 *	15 *
	%	3.7	3.7	3.3	3.5	1.9	1.9	2.2	2.2				1.6	1.5	3.4	3.9	4.5	4.9

CBS TV

DENNIS THE MENACE

TEEN WOLF

GALAXY HIGH SCHOOL

WRLD CHP TENNIS FNL-BUICK

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750		2,130		2,040		1,860										
SHARE AUDIENCE %	%	3.1		2.4		2.3		2.1	2.2 *	1.9 *	1.9 *	2.0 *	2.3 *	2.4 *				
AVG. AUD. BY 1/4 HR	%	11		9		8		7	8 *	7 *	7 *	7 *	8 *	8 *				
	%	3.1	3.1	2.4	2.5	2.3	2.3	2.5	2.0	1.9	1.8	1.9	2.0	2.3	2.4	2.6	2.1	

NBC TV

NEW ARCHIES

FOOFUR (PAE)

I'M TELLING

BASEBALL
'88 PREVIEW
(3:30-4:30)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,720		3,100		2,390												2,570
SHARE AUDIENCE %	%	4.2		3.5		2.7												2.9
AVG. AUD. BY 1/4 HR	%	15		13		10												10
	%	4.3	4.1	3.4	3.6	2.6	2.7											2.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.0	8.1	9.2	9.4	9.9	9.3	10.2	9.4	10.0
SHARE AUDIENCE %	29	29	33	33	34	33	37	33	34

SUPERSTATIONS

AVERAGE AUDIENCE	2.3	1.9	2.1	2.7	3.5	3.2	3.2	2.9	2.7
SHARE AUDIENCE %	8	7	7	10	12	11	12	10	9

PBS

AVERAGE AUDIENCE	1.2	1.5	1.7	1.6	1.7	1.7	1.8	2.1	1.7
SHARE AUDIENCE %	4	5	6	6	6	6	7	7	6

CABLE ORIG.

AVERAGE AUDIENCE	4.5	5.2	5.8	6.2	6.2	6.8	6.3	6.9	6.8
SHARE AUDIENCE %	16	19	21	22	22	24	23	24	23

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.3	1.8	1.9	2.1	2.1	1.5	1.7	1.9
SHARE AUDIENCE %	9	8	6	7	7	8	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS, LITTLE RED RIDING HOOD, ABC, (1:00-1:30)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.1	31.3	31.7	32.3	32.7	34.0	36.2	38.2	40.9	42.5	43.4	45.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(2:00-
4:35)(PAE)

← ABC WIDE WORLD-SPORTS SAT
(4:35-6:00)(PAE) →

ABC WRD NEWS
TONIGHT-SAT

		4,520									6,020	
	5.5	* 5.1	4.9	*		5.2	*	5.2	*		6.8	
	17	* 14	15	*		15	*	13	*		15	
	5.4	5.5	4.8	5.1	5.2	5.2	5.5	5.0			6.7	6.8

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← CBS SPORTS SATURDAY
SKATING CHAMPIONSHIP
EXHIBITION →

NCAA SPECIAL
50 YEARS AT
FINAL FOUR

← CBS NCAA BSKBL CHAMP-SA-1
KANSAS VS DUKE
(5:30-7:45) →

	3,540				4,960		10,810					
	4.0	3.4	*		4.6	* 5.6	12.2	9.7	*	11.8	*	12.2
	13	11	*		14	* 17	28	26	*	28	*	28
	3.1	3.7	4.4	4.8	5.1	6.1	8.8	10.6	11.7	11.9	11.5	12.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BASEBALL
'88 PREVIEW
(3:30-4:30)

← DINAH SHORE GOLF-SAT →

NBC NIGHTLY
NEWS-SAT.

		2,660									6,380	
	3.0	* 3.0	3.0	*		2.9	*	3.1	*		7.2	
	10	* 9	9	*		9	*	8	*		16	
	3.0	3.0	3.1	3.0	3.0	2.9	3.2	3.1			7.0	7.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3		10.0		10.6		11.2		11.0		11.5	
30		31		32		30		26		26	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.8		2.9		3.1		3.4		3.8	
8		9		9		8		8		9	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.2		2.1		2.3		2.0		2.0	
6		7		6		6		5		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		6.1		6.3		5.3		5.5		5.4	
21		19		19		14		13		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.3		2.3		1.8		1.5		2.1	
7		7		7		5		4		5	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	6.8	7.2	8.2	9.3	10.4	12.2	14.2	16.1	17.9	18.6	20.3	21.5	22.7	23.3	24.5	25.2	25.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← EASTER FROM ROME (SUS) →

DISNEY WRLD EASTER PARADE

3,010

3.4

14

2.0

2.4 *

11 *

2.7

3.2

3.4 *

14 *

3.6

4.4

4.5 *

17 *

4.7

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES (SUS)

← SUNDAY MORNING →

FACE THE NATION

EASTER SERVICE (SUS)

2,750

3.1

16

2.4

2.6 *

15 *

2.7

3.2 *

16 *

3.4

3.6

1,770

3.4 *

15 *

3.3

2.0

8

2.1

1.9

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUNDAY TODAY →

(PAE)

MEET THE PRESS (PAE)

1,590

1.8

12

1.3

1.4 *

12 *

1.6

1.7 *

12 *

1.8

2.2 *

12 *

2.0

2.4

1,950

2.2

9

2.1

2.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8
272.2
292.8
284.0
305.2
316.2
326.4
297.4
318.0
31**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5
80.7
90.7
71.2
91.8
112.2
112.0
92.0
82.6
10**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1
20.2
30.2
20.6
51.0
61.2
61.2
51.2
51.1
4**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
181.6
212.3
233.1
233.6
213.8
194.3
194.6
194.5
18**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
181.2
161.2
121.4
111.7
102.2
112.6
122.8
122.6
10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.7	25.9	26.0	26.6	27.5	27.9	26.8	26.6	26.3	27.0	27.2	27.6	27.8	28.0	28.2	28.2	29.1	29.4

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

3,010				710														
3.4	3.4 *			3.4 *	0.8													
13	13 *			13 *	3													
3.5	3.2	3.4	3.3	0.8	0.7 ^													

CHALLENGE OF CHAMP TENNIS

ABC SCHLITZ PRO BOXING (3:30-5:00)

1,150																3,370		
1.3	1.0 *			1.3 *								1.4 *				1.4 *	3.8	2.6 *
5	4 *			5 *								5 *				5 *	13	9 *
1.2	0.9	1.2	1.4	1.3	1.4	1.4	1.4	1.3	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.3	2.5	2.8

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

EASTER SERVICE (SUS) ← CBS EASTER PARADE →

2,220																		
2.5	2.4 *			2.6 *														
10	9 *			10 *														
2.3	2.5	2.8	2.5															

NBA ON CBS
CHICAGO VS DETROIT (1:30-4:05) (PAE)

4,340																		
4.9	3.7 *			4.6 *								5.0 *				5.3 *		5.6 *
18	14 *			17 *								18 *				19 *		19 *
3.4	3.9	4.4	4.8	5.2	4.9	5.2	5.4	5.5	5.8									

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← AL MCGUIRE'S CHAMP. SPEC. → SPORTSWORLD →

1,060																		
1.2	1.3 *			1.2 *								1.8 *				2.4 *		2.4 *
4	5 *			4 *								6 *				9 *		8 *
1.5	1.2	1.1	1.2	1.5	2.1	2.5	2.2	2.3	2.4									2.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.3		8.9		9.7		10.5		10.9		10.5		10.3		10.3		10.5
36		34		35		39		41		38		37		37		36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.6		3.6		3.8		3.5		3.2		2.8		2.9		2.9
13		14		13		14		13		12		10		10		10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.3		1.5		1.0		1.2		0.9		0.7 ^		0.8		0.9
5		5		5		4		5		3		3 ^		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5		5.1		5.6		5.1		5.5		5.2		5.2		5.1		5.9
17		19		20		19		21		19		19		18		20

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.5		2.7		2.6		2.3		2.9		2.9		2.7		2.6
10		10		10		10		9		11		10		10		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	29.2	30.3	30.6	30.5	30.2	30.0	31.0	32.6	34.3	35.2	35.9	37.1						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC SCHLITZ PRO BOXING
(3:30-5:00)

MUTUAL OF OMAHA SPECIAL

ABC WORLD NEWS
TONIGHT-SUN

					3,100							4,610					
		4.1	*		4.6	* 3.5	3.3	*		3.6	*	5.2					
		14	*		15	* 11	11	*		11	*	14					
		3.8	4.5	5.0	4.2	3.2	3.3	3.4	3.9			5.2	5.1				

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NCAA WOMEN'S BSKBL CHAMP.
(4:05-6:04)(PAE)

CBS EVENING NEWS-SUNDAY
(PAE)

3,810										3,990							
4.3	4.2	*		3.9	*		4.3	*		4.6	* 4.5						
14	14	*		13	*		14	*		15	* 12						
4.4	4.2	3.9	4.0	4.2	4.3	4.4	4.9	3.9	5.1								

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

DINAH SHORE GOLF-SUN
(4:00-5:52)(PAE)

NBC NIGHTLY NEWS-SUN

2,750												3,900					
3.1	2.7	*		3.0	*		3.3	*				4.4					
10	9	*		10	*		11	*				12					
2.7	2.8	2.9	3.2	3.3	3.3	3.6						4.5	4.4				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.4		10.8		10.9		10.8		10.8		11.5
35		35		36		34		31		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.4		3.7		3.3		3.6		3.7
10		11		12		10		10		10

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.3		1.3		1.1		0.9		1.2
4		4		4		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.4		5.3		5.3		5.8		5.9		5.7
18		17		18		18		17		16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.8		2.3		2.0		2.2		2.3
9		9		8		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.